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# The American Perfumer

and Essential Oil Review

PERFUMER  
PUB. CO.  
NEW YORK

DECEMBER  
NINETEEN  
THIRTY-THREE



See also page 9

AMERICAN CAN COMPANY

CANCO

M. NAEF & CO.

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SWITZERLAND

**ORANGER  
1314**

A new and unusually  
fine and true Orange  
Blossom Character. Recom-  
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\$9.50 pound

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\$12.00 pound

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priced and for use in ex-  
tracts and all cosmetics.  
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# CONTENTS

for

DECEMBER, 1933

Senate Hearings on "Tugwell Bill," by C. W. Hurd..	489
"Pros and Cons" of Tugwell Measure.....	491
Choate to Control Alcohol Matters .....	493
New Products and Packages .....	494
Making the Package Salesworthy, by Ruth Hooper Larisson .....	496
What Makes Advertising Effective? by James A. Lockhart .....	499
Coming Conventions .....	500
They Buy Only Necessities Now, by Leroy Fairman..	501
Insecticide Makers Meet.....	503

## EDITORIALS

Christmas and New Year Greetings.....	504
An Amended "Tugwell Bill".....	504
Has Toilet Goods Trade Improved?.....	506
Deupree Again Heads Soap Group.....	506
Organic Chemical Group Re-elects .....	506
Improvements in Shaving Preparations, by Josef Au- gustin .....	507
Costus Root Oil in Perfumery, by H. Stanley Red- grove .....	509
Desiderata, by Maison G. de Navarre.....	510
Chemical Exposition a Success.....	514

## TRADE NOTES .....

Chicago News Notes.....	532
Circulars, Price Lists, Etc.....	533
Book Reviews .....	535
New Materials and Supplies.....	535
New Incorporations and Business Record.....	535
Canadian News and Notes.....	536
Patent and Trade Mark Department.....	539

## MARKET REPORT AND NEW YORK PRICES CURRENT .....

## SOAP INDUSTRY SECTION.....

The  
**American Perfumer**

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

VOL. XXVIII

No. 10

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## •• AWARDS FOR MERIT ••

### *The Sullivan Memorial Medal . . . . .*



*This advertisement is one of a series presented by the American Commercial Alcohol Corporation in the belief that the outstanding awards in all fields of endeavor are of universal interest.*

The James E. Sullivan Memorial Medal is awarded annually by the Amateur Athletic Union to the athlete of this country who, by his performance as a competitor and by his example and influence as an amateur, did most to advance the cause of sportsmanship. Strength of character, qualities of leadership, force of personality, and high ideals of amateurism are considered in selecting a recipient worthy of this high honor.

In every field of endeavor merit finds its reward. "Ever-clear" Alcohol achieves recognition in the form of a steadily increasing number of satisfied users, who acknowledge it the perfect solvent for all floral and essential oils.



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Plants: Pekin, Ill.; Philadelphia, Pa.; Gretna, La.; Sausalito, Cal.  
Sales offices in most large cities. Warehouse stocks carried at all principal consuming points





# The American Perfumer

and Essential Oil Review

DECEMBER, 1933



Established 1906

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Vol. XXVIII, No. 10

## Senate Hearings on "Tugwell Bill"

*Arguments For and Against Measure Presented*

*to Senator Copeland's Sub-Committee*

*by C. W. B. Hurd*

WASHINGTON, Dec. 12.—Charges and countercharges of the gravest character featured a hurried two-day session of hearings here late last week on the Administration's proposed food and drugs bill that would displace the current measure adopted in 1906.

During these hearings, in which almost sixty witnesses followed each other in the "witness chair," Government officials painted a picture of tragedies arising from loopholes in the present law and cited developments in science as causes for new legislation establishing a virtual governmental dictatorship over the manufacture of foods, drugs and cosmetics.

Against their testimony, trade representatives, manufacturers, merchandisers and publishers attacked the bill as loosely drawn, as threatening business and as the creator of new government bureaucracy.

The hearings were held before a sub-committee of the Senate Commerce Committee, headed by Senator Royal S. Copeland, who took the position during the sessions of outspoken defender of the legislation. While this bill is presented as an Administration measure, espoused

by Secretary of Agriculture Wallace and prepared by Assistant Secretary Rexford Guy Tugwell, it is in line with legislation sponsored for several years by Senator Copeland.

What chance the bill has of passage at the forthcoming session of Congress cannot be found in the record of the hearings, and is more likely to depend on the success or failure of the Administration in putting its special measures through Capitol Hill.

The importance of the hearings is minimized here, so far as legislative effect is concerned, as the arguments pro and con all have been advanced and published repeatedly heretofore, except that the record of the hearings provides an

easily accessible record of arguments.

None of the arguments is new with this Administration; most of them spring from the early post-war days of 1919 and 1920 when scientific advancement due to war-time experiment first brought about agitation for more careful control of chemical compounds manufactured and sold to the public, whether as foods, drugs or toilet preparations.



NOAH ROOSEVELT'S ARK

Even a synopsis of all the testimony put into the record in the recent hearings, held on December 7 and 8, is impossible due to the multiplicity of witnesses and individual arguments, but the contrary arguments lend themselves to a fairly simple grouping.

### Arguments for the Bill

As chief proponent of the measure, Secretary Wallace appeared before the committee to list the changes in Federal enforcement powers and policies incorporated in the bill, which he gave as follows:

1. *Cosmetics are brought within the scope of the statute.*

2. *Mechanical devices offered for curative purposes, and devices and preparations claimed to bring about changes in the structure of the body, are included.*

3. *False advertising of foods, drugs and cosmetics is prohibited.*

4. *Definitely informative labeling is required.*

5. *A drug which is, or may be, dangerous to health under the conditions of use prescribed in its labeling is classed as adulterated.*

6. *The promulgation of definitions and standards for foods, which will have the force and effect of law, subject of course to court review, is prescribed.*

7. *The prohibition of added poisons in foods or the establishment of safe tolerances therefor is provided for.*

8. *The operation of factories under Federal permit is prescribed where protection of the public health cannot otherwise be effected.*

9. *More effective methods for the control of false labeling and advertising of drug products are provided, and more severe penalties, as well as injunctions in the cases of repeated offenses, are prescribed.*

In addition to this listing, Mr. Wallace, supported by several of his aides, presented a dramatic picture of changing conditions which he contended make passage of the proposed legislation essential. His testimony did not lay much stress on the inclusion of cosmetics in the bill, but Walter G. Campbell, chief of the Food and Drugs Administration, presented two photos to the committee as evidence of the need of bringing cosmetics under Federal control in the same manner as food and drugs.

One was the picture of an unnamed woman blinded and disfigured as the result of using a preparation advertised to beautify eyebrows. Another was a similarly grotesque photo of a woman showing the results of using an advertised "beautifying cream."

Mr. Campbell brought to the committee room a large collection of the preparations gathered by his division in its "Chamber of Horrors," consisting of harmful cosmetic and drug products allegedly proven so by the Food and Drugs Administration but over which it has no control since the products are not advertised as curatives.

In his plea for the bill, Secretary Wallace testified in part as follows:

"There is too much grim evidence of the tragic effects that almost daily result from the Government's

inability to prevent the shipment and sale of dangerous and worthless products.

"The effectiveness with which a worthless or dangerous product can be sold today through modern advertising methods was not an acute problem in 1906. New narcotic and habit-forming drugs have appeared on the market. Totally new food constituents and important nutrition elements like the vitamins have been discovered.

"These developments call for new methods of control. Then, too, during the past twenty-seven years of enforcement, officials have had driven home to them many weaknesses and loopholes in the present law. For example, the necessity of the Government's proving that a drug product is both falsely and fraudulent reported has proved a great hindrance to effective enforcement."

Secretary Wallace also mustered the support of a number of scientists, and, in addition, the bill received the endorsement of some women's organizations, including testimony by Mrs. Malcolm MacCoy, president of the New York Federation of Women's Clubs.

Senator Copeland himself entered the fight for the bill once to exclaim:

"Women of this country are demanding protection against frauds!"

### Arguments Against the Bill

Opposition to the bill was divided principally between criticism of the control features and arguments that it is loosely drawn and vague in many respects, but there was no summarized presentation of objections such as the list of favorable reasons inserted in the record by Secretary Wallace. Rather, the arguments were scattered and individual.

As spokesman for the National Drug Trade Conference, Dr. J. H. Beal, who appeared with Carson P. Frailey, president of the Conference, termed the measure a "skeleton bill." He protested that *it gave too much authority to the Secretary of Agriculture* in the determination of what is "medicine," and implied that Federal court rulings on the old act have been disregarded in the framing of the new bill.

While conceding that beneficial changes could be made in existing legislation, Dr. Beal suggested it would be better not to effect them through a measure such as the proposed bill in which he pointed out that trusses are included in the broad grouping of drugs.

Other criticism was much less moderate, as for instance that by H. B. Thompson, general counsel for the Proprietary Association, who told the committee that the bill itself is "a chamber of horrors," and "the most grotesque measure I have ever seen," since it would grant almost unlimited powers over foods, drugs and cosmetics to the Secretary of Agriculture through giving to that official the power to regulate their manufacture and sale.

Criticism of the regulatory power was made more pointed by C. C. Parlin, of the Curtis Publishing Co., Philadelphia, who testified on behalf of the National Periodical Publishers, with a total circulation of some 50,000,000. Mr. Parlin pointed out that in establishing rule of industry and advertising by regulation instead of definite legislation complainants would be foreclosed from seeking redress through the courts.

Mr. Parlin added that the bill, as now drawn, with many alleged ambiguities, seriously threatens the advertising revenue of publishers at a time when their production expenses have been increased greatly through the operation of the National Recovery Act.

Other construction criticism of the bill included the following testimony:

Clinton Robb, for the United Medicine Manufacturers of America, granted the contention that unscrupulous advertising should be checked but testified that the bill in its present form would "absolutely ruin the industry."

John A. Benson, of the American Association of Advertising Agents, suggested amendment of the old act rather than its complete substitution.

Appearing on behalf of the toilet preparations industry were Northam Warren, chairman of the A. M. T. A. legislative committee, and Hugo Mock, its counsel. They presented a brief pointing out the weak points in the measure, but stated that the industry is willing to submit to regulation of the proper sort. Their brief is quoted at length in an article analyzing the bill, which appears in the article immediately following this one.

## "Pros and Cons" of Tugwell Measure

*Analysis of Arguments Presented on Both Sides from  
the Standpoint of the Maker  
of Cosmetics*

**P**ROBABLY no legislative measure in recent years has been the subject of such voluminous comment in the trade press and among leaders of trade opinion in the groups affected as has the new Copeland Food and Drugs Bill, which the trade has dubbed the "Tugwell Bill". With the numerous analyses, briefs and arguments on the bill and its companion measures, the two Sirovich patent bills, it has been difficult for anyone to understand just what effect the proposed measures would have on the toilet preparations industry.

The summary of the provisions of the new bill, presented herewith, has been compiled from the briefs and statements of representative organizations including both proponents and opponents of the measure. The important features of the measure from the standpoint of the cosmetics industry are given and following them the arguments of those who have commented upon these particular features.

### Inclusion of Cosmetics

The preamble of the bill and numerous provisions in it bring cosmetics for the first time directly under the control of Food and Drug officials.

#### **Statement from bulletin of Department of Agriculture:**

"It is interesting to know exactly what the provisions of the proposed new Food and Drugs Act are in respect to cosmetics. To begin with, cosmetics as a class are specifically brought within the regulatory control of the statute. They are declared adulterated if they are harmful under the prescribed or customary conditions of use, or if they contain any poisonous or harmful ingredients. They are misbranded if any false or misleading claims are made on their labels.

"The modern woman is justified in placing her faith in honest manufacturers of harmless cosmetics, such as most toothpastes, soaps, face creams, powders, and the like; but she is also entitled to Federal protection against the sale of 'beautifiers' which contain injurious ingredients. The cosmetic provisions in the new law now

before Congress are designed to afford that protection."

#### **Statement from brief of Associated Manufacturers of Toilet Articles:**

"It is not conceded that there is any necessity for cosmetic legislation. It is thought that at least 98% of all cosmetics are entirely harmless in their action and necessarily so as they are composed of ingredients largely inert and applied only to the superficies of the human skin and generally washed off from such surfaces without affecting in any way the health of the user. As a matter of fact, the health of women is more affected in many cases by the nature of the dyes of their fur coats than by the cosmetics they are using.

"It is possible to meet specific rules or conditions in a law, but it is not possible for manufacturers to provide against future uncertain contingencies dependent upon regulations which have the force of law but which are promulgated by appointees of the Secretary of Agriculture. If the law says that mercurial salts or thallium acetate shall not be used in a cosmetic, that is salutary legislation, but, if the law says injurious alkaline or acid substances shall not be used in cosmetics, that is not legislation but is only giving a mandate to legislate in the future, where all the teeth in the law are in the regulations and not in the law itself, and such regulations may be written by persons not now or hereafter officially connected with the Government."

### Definition of Drug

The bill provides that the term "drug" shall include "all substances and preparations, other than food, and all devices, intended to affect the structure or any function of the body of man or other animals."

#### **Statement of the Department of Agriculture:**

"The present law does not include therapeutic devices, or drugs or devices intended to affect non-pathologic conditions of the body."

#### **Brief of the A. M. T. A.:**

"The definition of the term 'drug' in the act is so vague that it might include many cosmetics which are

not intended to be treated as drugs. A definition as vague as this would include nail files, lenses for eyeglasses, corsets, and various skin preparations such as cold cream, lotions, sun tan preparations, etc."

### Definition of Cosmetic

#### Brief of A. M. T. A.:

"The term 'cosmetic' in the present act should be more accurately defined. As it now reads 'all substances and preparations intended for cleansing, or altering the appearance of, or promoting the attractiveness of the person'. Should a skin lotion be considered a drug, or a cosmetic, or both?"

### Adulteration of Cosmetics

The present bill provides for adulteration of cosmetics as follows:

"A cosmetic shall be deemed to be adulterated—

"(a) If it is or may be injurious to the user under the conditions of use prescribed in the labeling thereof, or under such conditions of use as are customary or usual.

"(b) If it bears or contains any poisonous or deleterious ingredient prohibited, or in excess of the limits of tolerance prescribed, by regulations as hereinafter provided."

#### Statement of Department of Agriculture:

See statement under "Inclusion of Cosmetics in the Act," above.

#### Brief of A. M. T. A.:

"It is thought that the word 'ordinary' or 'average' should be inserted before the word 'user,' because modern medical science has disclosed the presence of numerous hyper-sensitives, persons who are otherwise in normal health but who are affected by very small proportions of specific substances which are quite harmless to the average user. The best known instances of this in ordinary life are the persons who develop an itch or other skin disease from eating strawberries or tomatoes. There are hyper-sensitives who cannot eat butter or chocolate and others to whom certain essential oils will cause skin eruptions or discoloration, such as oil of cinnamon or oil of bergamot. It is for this reason that the word 'average' or 'ordinary' should be inserted before the word 'user,' as otherwise it is clear that an innocent preparation 'may be injurious to the user under the conditions of use prescribed in the labeling thereof.'

"It is not here intended that under such provision injurious compounds of paraphenylenediamine or preparations containing dangerous compounds of mercury or lead or thallium acetate, should be allowed, but only that preparations which have been widely and popularly used for many years without injury to the public, shall continue to be tolerated.

"Another paragraph is quite harmless in form and no objection can be made to same provided the regulations thereunder are made sufficiently precise, but such regulations are provided for only in another section of the Bill, which reads as follows:

"(a) If the Secretary finds that the presence of an added poisonous or added deleterious substance in or on food or cosmetics is or may be injurious to health, tak-

ing into account other ways in which the consumer or user may partake of or be exposed to the same or other poisonous or deleterious substances, then the Secretary shall by regulations promulgated after notice and hearing prohibit such added substances in or on food or cosmetics, or establish tolerances limiting the amount therein or thereon, to such extent as he may deem necessary to prevent such injury to health.

"(b) The Secretary is hereby authorized to make regulations, after notice and hearing, for the certification of coal-tar colors which he finds to be harmless for use in food."

"By taking two of these sections of the Act together, as we must, it is clear that there is little light to be gained from the Bill itself as to what may be considered a poisonous or deleterious ingredient in a cosmetic, and no machinery is set forth by which such a determination may be made except the initiative of the Secretary of Agriculture and his appointees."

### Provisions on Misbranding

The law provides that a product shall be deemed misbranded "if its labeling is in any particular false, or by ambiguity or inference creates a misleading impression regarding any food, drug, or cosmetic;" and also "if in package form it fails to bear a label containing: (1) the name and place of business of the manufacturer, packer, seller, or distributor; and (2) an accurate statement of the quantity of the contents in such terms of weight, measure, or numerical count as may be prescribed by regulations of the Secretary; *Provided*, That under subdivision 2 of this paragraph reasonable variations shall be permitted, and exemptions as to small packages of foods and cosmetics shall be established, by regulations, prescribed by the Secretary."

#### Statement of W. G. Campbell, Chief of Food & Drugs Administration:

"Those who criticize this provision as too complicated, indefinite, impractical, and theoretical, seem to forget that insofar as it applies to labels it has been the law of the land for nearly ten years without giving rise to unusual controversy. The Supreme Court on June 2, 1924, interpreting the Food and Drugs Act, declared: 'Deception may result from the use of statements not technically false or which may be literally true. The aim of the statute is to prevent that resulting from indirection and ambiguity, as well as from statements which are false. It is not difficult to choose statements, designs and devices which will not deceive. Those which are ambiguous and liable to mislead should be read favorably to the accomplishment of the purpose of the act.' That decision, clarifying the somewhat obscure terms of the present act, has promoted less, rather than more, litigation, and has saved tremendous expense to both the Government and industry. This, too, is a matter of record."

#### Brief of A. M. T. A.:

"Much objection could be made to the phraseology of the sections in which advertising is defined, inasmuch as the language of these sections is so broad as to put under the ban of the law entirely harmless matter appearing in advertisements or labels. Many labels carry

(Continued on Page 511)



# Choate to Control Alcohol Matters

*Announces that Present Activities of Bureau*

*Will Be Continued for the Present as*

*Devised by Dr. J. M. Doran*

WASHINGTON, Dec. 12.—The accomplishment of repeal as yet has had no visible effect upon the industrial alcohol situation, and there have been definite assurances that, despite changes in authority that have taken place here, this already well regulated industry will not be upset through the legalization of potable liquors.

However, users of industrial alcohol will be in an unknown position until Congress has completed the legislative program as it regards alcohol and until there is some clarification of the liquor code promulgated about two weeks ago.

As is well known, Dr. James M. Doran is no longer Commissioner of Industrial Alcohol. After 26 years in Government service that won him praise alike from officials and the alcohol industry and work that included the framing of mutually acceptable industrial alcohol regulations, Dr. Doran left the service to enter a lucrative private position advising liquor manufacturers.

Coincident with Dr. Doran's resignation his position and the whole Bureau of Industrial Alcohol were abolished, this work being transferred to the direct province of Joseph H. Choate, Jr., known as the "liquor czar" since he was designated director of the Federal Alcohol Control Administration set up under the liquor code.

Mr. Choate immediately announced that every activity of the industrial alcohol bureau would be continued for the time being under the procedure established by Dr. Doran.

Specific inquiry as to whether this meant that formulas used in the manufacture of perfumes still must be registered and whether the present inspection system would be maintained intact brought an affirmative reply.

## To Maintain Close Check

The reason for this continuance of the system inaugurated under prohibition was given as the fact that a close check still will be maintained over manufacturers using tax-free alcohol in order to protect the revenues expected to accrue from taxes on alcoholic beverages.

It also was pointed out authoritatively that while prohibition for a period of years exerted some effect upon users of industrial alcohol, the primary regulations governing manufactures far antedated national prohibition.

There also still exists the same governmental care to avoid diversion of tax-free alcohol as under prohibition, the only difference now being in the change from an effort to prevent bootlegging of such alcohol under the Volstead Act to an equally serious effort to prevent bootlegging of tax-free alcohol into liquor channels.

At this point, when nothing has been decided and nothing done beyond the bare acts necessary to permit the release of liquor for legal sale, there are strong indications that the problems of the users of industrial alcohol may in the end be complicated by repeal rather than simplified.

In the first place, there has been no clear definition of the strictures imposed by the alcohol codes on manufacture and sale, except that the Federal Government reserves admittedly dictatorial powers if alcohol manufacturers of all types do not work out acceptable self-governing regulations concerning manufacture, handling and sales of all types of alcohol and alcoholic beverages.

Another problem for the future is that of determining the available supply of industrial alcohol should the profits from sales of potable spirits be sufficient to tempt former manufacturers of industrial alcohol to divert their activities to the manufacture of liquors.

As another important factor, there still exists the possibility that Congress, in its search for revenue, may impose a tax on all alcohol, regardless of its destination.

## Theory is Different

It should be borne in mind in connection with liquor and alcohol taxes that the Government is now proceeding on a theory entirely different than during the past few years.

Under the Eighteenth Amendment and the Volstead Act no thought was given to alcohol as a revenue possibility. It either was penalized or permitted free usage, according to the legality of the question. Now, however, alcohol is counted among the major revenue sources of the Government and beyond the fact that exorbitant taxes are not planned for any type of alcohol there is no indication what the upshot of the taxation program may be.

"Why keep worrying about the children?"

"I can't help it."

"But, my dear, you are hurting your bridge game."

—*Boston Transcript*.



JOSEPH H. CHOATE, JR.





### Introducing "Parfum Mae West"

Gabilla, through its agent, Parfums Westmay, Inc., New York, has a clever package for its "Parfum Mae West," above. The significance of the glass bottle's shape can be seen readily. It has a glass stopper and printed paper label. On the paper box are printed a number Mae's favorite phrases.



### "Voyage à Paris" by Corday

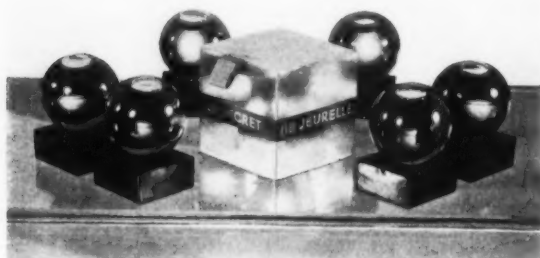
Parfums Corday, Paris and New York, has chosen a most exquisite package for its new "Voyage à Paris" perfume, pictured above. The ribbed paper container, simulating suede, is trimmed with black and with black embossed lettering. The handsome glass bottle, equipped with glass stopper, also has an embossed label of the material used for the container.

### Procter & Gamble's New Product

"Dreft," a new discovery packed in cartons for household use and recommended for washing fine fabrics and for softening hard water, is being marketed by Procter & Gamble Co., Cincinnati. The product is said to act like soap in soft water, and to work just as well in hard water.

## New Products

**I**N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have

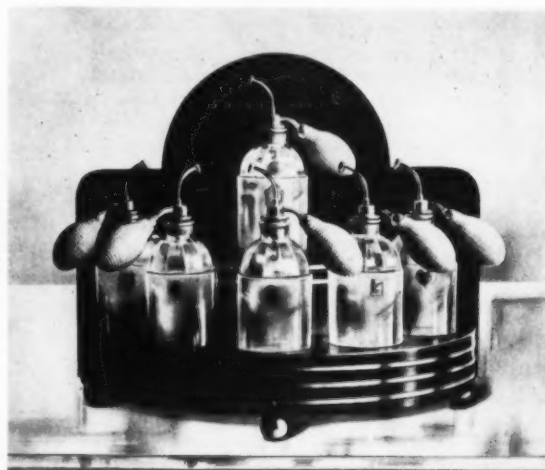


### Jeurelle Introduces "Parfum Spheres"

Something very new in packaging has been introduced recently by Maison Jeurelle, Inc., New York, in the form of "Parfum Spheres," shown above. They are tiny clear glass globes, containing 1½ drams of perfume, mounted on plastic bases. When removed from the base, the sphere retains the perfume until it is shaken out. They come in silver paper boxes, with black and white printed labels.

### Joncaire's New Perfume Bar

The latest in perfume bars for dispensing bulk perfumes has been brought out by A. Joncaire, Inc., Boston. The stand, shown below, is of metal, and contains six eight-ounce glass bottles equipped with atomizer tops for distributing the perfume.



## and Packages

*recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.*



### Fitch Inaugurates Combination Package

F. W. Fitch Co., Des Moines, Ia., is marketing a combination package of hair shampoo, skin cleanser and acne treatment in a handsome black paper box, shown above. The items are packaged in the familiar Fitch containers.

### Armand's Novel "Book" Package

Armand Co., Des Moines, Ia., has produced a novel package containing guest sizes of several of its toilet preparations. The package, shown below, is a paper box in the form of a book done very handsomely in French blue and peach.



### Quinlan's New Make-Up Box

In a pretty turquoise blue, satin covered paper box, with an embossed silver paper label, Katherine Mary Quinlan, New York, presents her new make-up set, as shown above. The set comes in six combinations of make-up, designated for as many different types of persons.



### Cheramy Brings Out "Mayflowers"

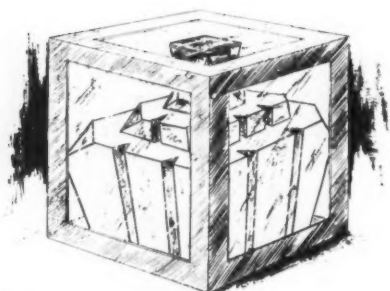
Cheramy, Inc., New York, famous for its "April Showers," has brought out a new line called "Mayflowers," shown above. A colorful floral motif, in three shades of green, decorates the paper boxes and printed paper labels of the fluted glass bottles. The latter are set off well with bright green plastic, screw-type caps. Included in the line for the present are perfume, face powder and eau de toilette.

# Making the Package Salesworthy

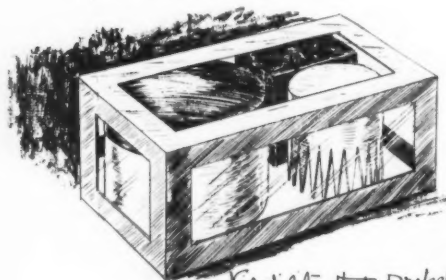
*A Series of Suggestions for the Manufacturer Who*

*Is Planning a New Container by*

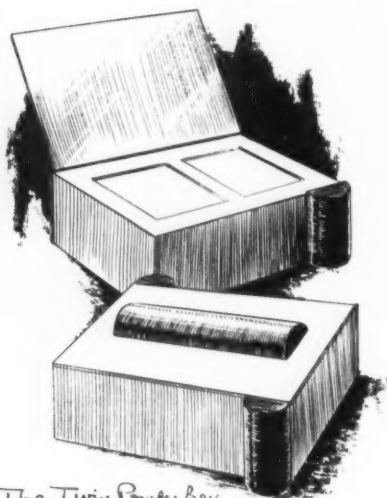
*Ruth Hooper Larisson*



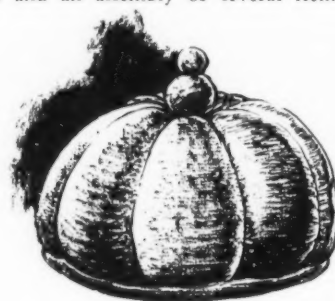
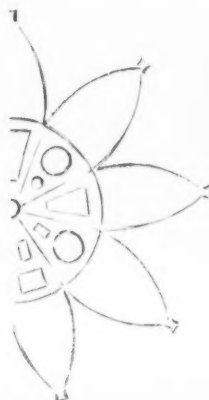
*A transparent protective "envelope" for the fragile expensive package.*



*Visually that protects and displays a group of products.*



*The Twin Powder Box talks a sales story.*



*A unique dressing table makes up ease with an extravagant flourish!*

NOT long ago I sketched through the basic improvements in package design in the toilet goods field which had taken place in the last few years, pointing out that only certain products or types of products had been singled out for these improvements and that the great majority of generic products were getting along in the same type of packages that their grandmothers came in. With a new year rolling in on us and every one alert to improve business it seems to be a fair conclusion that women are going to demand more variety in packages but a variety based on good structural design, useability, appropriateness and beauty. Distinction has many ways of expressing itself but primarily it is most wholesomely obtained in the selection of a good basic package design. Putting on the frills and furbelows must always be the second step or we'll be having the tail wag the dog as it has so frequently tried to do in toilet goods designs of the past.

The well of inspiration for toilet goods container design lies primarily in the use of the product. If we were to make an extensive study of the present limitation of every package on the market from this point of view alone, we should be amazed at the number of improvements which would instantly present themselves to our minds for use in new container designs.

The accompanying sketches are what I like to call "talking sketches." They will illustrate the general basic ideas which I believe we can accommodate in the designing of toilet goods packages. None of them is a finished design. All can be worked out in a wide variety of styles answering to the tempo of any line or group of products, because these points are fundamental rather than merely decorative.

Fragile expensive packages, such as perfumes which too easily grow shop worn, could be displayed in transparent outer boxes and an assembly of several items

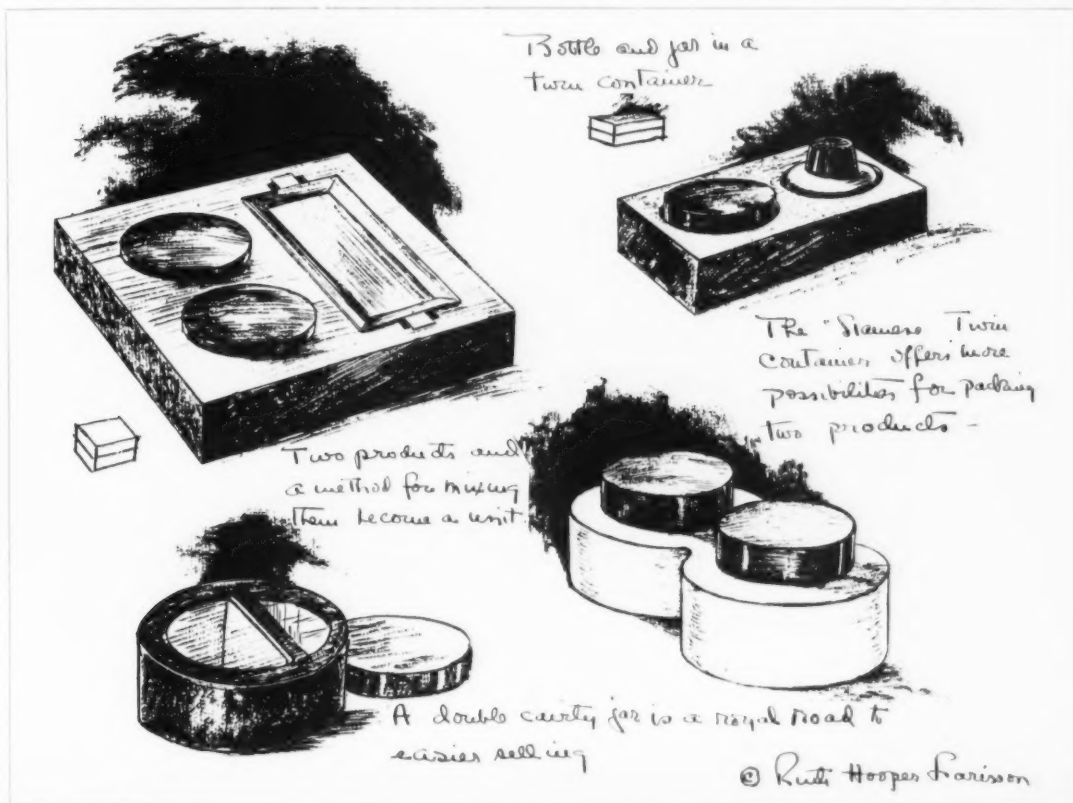
could also be sold in the same way. It would make for greater display value, novelty and a nice feeling of glorifying the product. There are several materials that would work very well for the outer case or "envelope" and the corners and edges could be bound in metal, either plain or decorated. No labeling would be necessary because the walls of the "envelope" would be as clear as glass and everything about the package would be visible. Obviously it would be a factory sealed package and the purchaser would know that, particularly if it were a bottle of perfume, no hand had even touched the bottle since it left the factory. Any product, in fact, which is questioned by the customer too often because of the danger of frequent opening while in stock could be protected in this way. Some products might take on added interest if the "envelope" were colored in a suitable shade, though still transparent.

Dressing table make-up sets still seem to be in their early childhood. Why not let one of them grow up into a sophisticated young thing, elegant, extravagant and decorative. A complete case with room for every imaginable bit that one uses in the art of make-up, including several shades of each item and arranged for convenience as well as beauty. This could be either melon, flower, or crown shape and when the knob on the top is withdrawn the petal like sides would open up revealing the entire array. Its retail price would be high of course—but why not? Women paid twenty-five dollars for "flapjack" powder cases during the "depression"! The size of it could be governed by the number of items to be packed and the layout of each

pan would be established from the same decision.

The package itself should be of fine metal, enameled, burnished, or decorated in any one of a dozen ways, or of a fabric covered metal or the entire case could be of plastic. The main point to be borne in mind in planning such a dressing table package is that it must look as exclusive as its price, be as convenient as it is decorative, and be manufactured as exactly as any one-of-a-kind jewel. Even a bottle of perfume or box of face powder could be incorporated in it as well as the make-up items. Go the limit—making sure first that it is styled and presented to satisfy the most exacting trade for its acceptance will not be on the sales square but in the more exclusive perfume departments.

Powder boxes with a double well for powder (day and evening shades) can stand quite a bit of improvement. Many powder boxes are too large for practical use. Women often forget to cover them and in addition to the dust that blows in on the powder the perfume blows out and when they get down to the bottom of the box it is quite a different product from what it was at the top! Smaller boxes of powder would imply a lower retail price, but if a handsome twin powder box were offered and small refills (the space for the powder wells being small to begin with) this drawback would be instantly eliminated and the customer would be buying fresh powder more frequently and be better satisfied with each box. A metal or plastic outer case and the two refill boxes slipped in, fitting nicely, would add to the importance (and retail price) of the powder box. The thin paper box with two drawers for powder wells spills every time you open it





unless you approach it slowly and with infinite care. In this box both are exposed at one time but the puff can pick up some from each if blending of the two shades is desired (which is often the case).

There are a number of products which are now sold together (or at least that is the aim of the toilet goods manufacturer). When the double sale falls down the salesgirl gets blamed or the jobber's salesman or somebody along the way becomes the scapegoat. Often it is simply because Mrs. Consumer didn't want to buy two different packages when she asked for one. Not having used the two in combination she couldn't appreciate the virtue of their relationship. If those two products are presented to her as a unit—not two distinct packages strapped together with paper or cord, she would automatically accept them.

Here are some basic variations for that type of package which lend themselves to the different kinds of products which need to be retailed as a single unit. It seems hardly necessary to point out that the certain selling of two products instead of one has its advantages on the sales sheet as well. They can be called twin or multiple containers. Since these sketches were first made, one company has already introduced a twin container which is in the right direction.

There are other products on the market that require mixing together at the time of application. So here we have a metal, paper or plastic base with a jar and bottle contained in it and a little tray for mixing purpose. This, too, varies according to the actual products to be packed in this manner. In addition to the twin containers mentioned above, there is a distinct need, I believe, for a single container with twin wells (like the paste pot that holds the brush and water in the center and the paste around it).

Another angle from which to approach packages with these fundamental changes is to remember that such packages make it much easier and actually possible to talk about "a new product." So much talk about new products! Where are they? Let's have some—at any rate we can come nearer to generically new products by designing them to suit the modern woman's taste and packing them according to her up-to-date ideas of what "something new" should look like!

Still another phase of packaging which I believe is coming into greater importance is the mixing of materials in the package. Plastic and wood, plastic and paper boxes (which have already made their appearance and are so lovely). Why don't we use cork for decoration, particularly on packages for Summer use. Heavy paper boxes for bath salts decorated with cork appliqué. Why has copper kept in the background and not entered the toilet goods field? Of course rich, dull lustre copper can't be used on all products but it can be used in the decoration of packages, powder boxes, make-up boxes, etc. We have papers that simulate it; why not have the product itself wherever it can be used? Adjustable initials in copper or any other metal could be applied on the powder box when purchased over the counter. What a gift for the girl friend! Her favorite face powder in a smart reuse plastic box container (shaped for cigarettes, please) and her initials (one, two or even three) sprawled across the top. Delightful!

Metal and glass in combination (and I'm not re-

ferring to caps, either). Bands of metal around the bottle and metal shells to fit into a tray affair that can stand on the dressing table and hold everything necessary.

Another package that hasn't yet satisfied enough people is a really compact but complete overnight and week-end case. Many manufacturers have them—but—girls like to use this and that from here and there. Why not a good research job to find out what the average woman (city and suburban) would want in that case, even to the sizes and brand names. Then let one manufacturer assemble it from the wares of the several manufacturers listed. A swell overnight kit of this kind could be worked out using only sample or ten cent size packages and would go beautifully for Summer travel, overnight or week-end. Plenty of cold cream or cleansing cream, less of foundation or powder base, skin tonic, cotton and cleansing tissues. Something for sunburn and rough hands, a few items for the nails. Brilliantine for the hair especially in Summer weather, rouge, eye shadow and all the other make-up items. A questionnaire to one thousand women would give a picture worth following.

It is very likely that the well assembled packages will go better this year than they ever would have before. Women are getting more bewildered every day when they stand before a toilet goods counter and try to decide what to buy. Don't make it so hard for them! Assemble the well related products and let nature (or vanity—or even common sense) take its course.

Perhaps we will introduce dated cosmetics when we have a *real* reason for talking freshness of a product. As a matter of fact there are some manufacturers who only sell certain products direct from their salons because of the time element's detriment to the product. This very personalized selling allows them to explain the importance of using it up quickly. And the customer accepts this fact as readily as she accepts the fact that milk doesn't keep for ever and her milk-man isn't to blame.

Another phase of packaging which will come more into importance is the reuse container, and there is no limit to what can be worked out in this field. Several material manufacturers have been doing good work in this direction and there's plenty of room for more.

Plastic jars will come into their own only when refill containers are properly worked out for them. Fibre cans with transparent tops, waterproofed and air-proofed, seem to be the logical step in this direction. These cans would fit nicely into the original plastic container and justify their separate retail price. To open the fibre container the transparent top would be cut out and since it would no longer fit on the package it would be imperative to either dump the cream into another container or slip the fibre can into the plastic cavity. This would discourage women from buying the fibre package alone without already owning or purchasing the plastic shell.

These are just a few of the improvements which the products themselves suggest to us. There's room for ever so many more! Women who are "just shopping" always stop to look at things of this sort and are easily tempted to buy. And when the product is good and the package, in appearance and use, all that she can desire, she buys again and again.



# What Makes Advertising Effective?

*A Survey of a Large Number of Consumer*

*Preferences in Publicity*

*by James A. Lockhart*

IT is likely that no sensible business man today would deny the fact that effective and consistent advertising will bring profitable returns on the money invested in proven mediums—the problem is to make sure that our advertising copy is genuinely effective. It was with this thought in mind that I contacted more than 600 buyers of perfumes, toilet soaps, and various products in the line of cosmetics. In addition, I made it my business to discuss the many phases of advertising these several types of products with the retailers who sell them as well as with a number of manufacturers in the field.

However, it is my purpose in this article to devote most of the details to a discussion of just what the consumer thinks of advertising copy in this line of business and to point out some of the reasons why certain types of copy "go over the top" in the matter of immediate sales, while other copy appeals fail to bring the desired results. In order to make the article as definite as possible, it will be necessary to give some actual names of advertised products that the average buyer pointed out first, due to being attracted to the ad copy, and it should be remembered that these names are given only as samples of good advertising appeal, and not as specific models to be followed by everyone. Also, the mere fact that many instances of first class advertising campaigns are not mentioned here is most certainly no reflection on the effectiveness of these campaigns.

First of all, there are several general types of effective appeals which the survey revealed quite distinctly that deserve a brief analysis. Frankly, to call a spade

a spade, the ordinary buyer is influenced tremendously by what we call "sex appeal" in advertising. Many an advertising and sales manager will heatedly deny this assertion, but others will candidly admit it. For example, I have found in this test of buyers of both sexes and in all ages groups that, if the basic reason for their attraction to advertising in this field is sifted out, it is either sex appeal or its first cousin—desire for love and romance.

Notice how the once common place advertising for toilet soaps has changed. Note the ads for such soaps as "Lux," "Camay," "Palmolive," and many others. The advertising of these soaps is conducted in a way that appeals first of all to the glamorous instincts—love of romance and to attain that end—the necessity of facial beauty. The headline on a "Lux" ad explains the entire situation pretty well: "What if he should tire of me?" Then, too, the generous use of excellent photos and drawings, illustrating in graphic style how important a part beauty plays in the daily life of the fair sex, is of great help in making copy more effective.

Remember, I am writing this from a serious, business-like point of view. These factors are of considerable importance in many lines of business, but to most manufacturers in this field, they are absolutely essential to a completely successful ad campaign. The single campaign that was remembered by more persons contacted than any other one was the Palmolive series of "As You Desire Me" ads. I mention this fact only because it illustrates very clearly the popularity of a series of ads that were heavily endowed with plenty of sex appeal.



THREE ADVERTISEMENTS WHICH THE AUTHOR APPROVES

It is wise to keep in mind that young girls from their early "teens" on through womanhood and the later years of life treat beauty and romance as an entirely serious problem, and not one to be lightly "kidded." I have recently noticed several types of advertising that poked more or less fun at a girl's desire for beauty, and I was very much interested to note that these ads were not well liked by those answering my questions in the survey.

"What methods can be used to attract buyers to one brand of perfumes or toilet articles in preference to a competitive product?" I placed that question before hundreds of buyers, and while the answers I received were naturally somewhat varied, a substantial majority fell into several significant groups. More than three hundred replies favored an advertisement that explained actual facts about using the product or the most approved methods of caring for the skin. A second group of replies was inclined toward copy that told how other people used a certain product, such as movie stars or well known people in social life. A third group frankly admitted that they were attracted to a product that was advertised with the most glamorous illustrations. The fourth and last class admitted that price was the chief factor in advertisements gaining their interest.

Said a young business woman: "The type of publicity I would like to see most of all is a series of advertisements explaining the great care used in obtaining the raw ingredients and the methods employed in preparing them so that they will benefit the buyer the most. I think each step in the preparation of perfumes, soaps, and toilet articles, if carefully told in an instructive way, would be of particular interest to every discriminating buyer." I personally believe there is a great deal of truth in this statement, and I am passing it on to the readers of this publication for whatever it may be worth.

"What interests you most of all in the advertising of perfumes?"

"To be told how a certain perfume will increase our charm," said many young women. Others said that they liked to read ads that told how certain perfumes were adapted to various types of personalities and moods. However, a distinct majority said that the simple, dignified style of copy such as is used by Coty is far more impressive than any kind of blatant, forceful ads. "The advertising of perfumes," I was frequently informed, "should tell a reader that here is a perfume that is smart and subtle, but unobtrusive. We like to be told that its use will give us confidence in ourselves, and that we will always be appealingly feminine." In those words, I have set down the main points concerning perfume ads that the average buyer prefers to see.

"Do you like advertising presented in the form of cartoon strips?" In regard to this swiftly growing form of publicity, the answers were practically unanimous. Hundreds of consumers of toilet soaps and cosmetics said they liked to read so-called cartoon strip ads so long as they were entirely serious or romantic in tone and not an attempt to be comic. A great many women voted against this type of advertising in the comic sections of the Sunday newspapers. "When ads are placed in the comic sections for products in this line, we women are apt to feel that the readers are being 'fooled', and for my part, I resent their inclusion in the comic

supplements. If they are placed in other parts of the paper, I am glad to read them." This was a typical reaction toward this form of publicity, and I think it explains the situation very adequately.

I have often heard advertising men say they felt that too much valuable space in perfume, soap, and cosmetic ads was devoted to trade names and huge illustrations. My investigation of this phase of publicity, however, disclosed quite clearly that those essential parts of advertising are not stressed too heavily in most cases, as they are often the leading portions of an ad that attracts the buyer's eye. Large illustrations attract and the trade names in substantial size impress the reader with the product being advertised.

Another question frequently asked, was this: "Do you like to buy a product easily identifiable by its very nature or package?" "Yes," was the answer about nine times out of ten. For example, both buyers as well as retailers said they often heard requests for "that green soap", or "the perfume in the hexagon vial." In other words, it is to the manufacturer's advantage to have a product that most buyers can easily remember by definite characteristics of color, package, or style.

To sum it all up as briefly as possible, it is the opinion of a large percentage of the consumers contacted in this survey that present advertising, with few exceptions, is not offensive, yet not nearly all of it is attractive. Some ads are excellent in the value of their appeal, but it is evident that a more thorough study is needed of the likes and dislikes of those who pay their money for products in this line. In addition, there is a tremendous need for a little originality in many ad campaigns.

In any event, some of the suggestions offered by the users of these products should be worth a moment's consideration, and in closing, the author wishes to thank every member of the trade who assisted in securing information.

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### Health Department Bans Lash Dyes

The Department of Health of New York City has amended Section 128 of the Sanitary Code relating to cosmetics. In this amendment the manufacture, sale, or use in beauty shops and other retail outlets of eyebrow and eyelash dyes, containing harmful ingredients, is prohibited. This action, Dr. Shirley Wynne, commissioner of health, explains as being due to the large number of cases of injury resulting from the use of such products in recent months. The order specifically exempts eyebrow pencils and mascara from the new amendment.

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### Coming Conventions

Associated Chain Drug Stores, Waldorf-Astoria hotel, New York City, February 12 and 13, 1934.

Affiliated Chain Drug Stores, Waldorf-Astoria hotel, New York City, February 12 and 13, 1934.

Annual Drug Trade Dinner, Waldorf-Astoria, New York City, March 8, 1934.

Fourth Packaging Exposition, Hotel Astor, New York City, March 13 to 16, 1934.

Mid-West Beauty Trade Show, Sherman hotel, Chicago, April 2 to 4, 1934.

# "They Buy Only Necessities Now"

*So Say the Druggists as to Present Trends  
in the Retailing of Toiletries*

*by Leroy Fairman*

**R**ECENTLY I have talked with several druggists in regard to the present demand for toilet products of various kinds, and they seem to be practically unanimous in saying that the majority of women of all classes now show little interest in toiletries which they do not regard as necessities.

One with whom I had quite a long conversation appeared to be exceptionally well informed as to what the women are buying—or, perhaps, was more observant than the average retailer. This druggist owns two prosperous stores in a town of 18,000 population; one located where several streets converge at a point near the railroad station, the other in a residential part of the town on an avenue where traffic is heavy.

My talk with him began by my asking him about the present demand for a well known lotion, a bargain display of which occupied a narrow space on one of his counters.

"Not so good," he replied, "only a fraction of what it was a couple of years ago."

"At that time," I suggested, "it was heavily advertised. You saw it in all the women's magazines. Now the advertising seems to have faded out. Is that the reason why the women have stopped buying it?"

"That may have something to do with it," he said, "but on the other hand it may be that they've stopped advertising because the demand has fallen off so sharply that it doesn't pay any more."

"Is it your idea, then," I asked, "that advertising pays when a product is new and novel, but not permanently?"

"Not at all, not at all," he replied. "That isn't the idea. But you take this particular article, for example. It was put over, in the first place, by a big ballyhoo of strong advertising, free samples, free goods, etc. Women tried it, liked it and used it for a while. But is isn't a necessity. Women can get along without it, easy enough. So they do. That's the answer."

"Then you don't think a big advertising campaign would push it up again?"

He shook his head emphatically. "Not now; not while women are buying as closely as they do nowadays."

"Do you feel, then, that it is a waste of money to advertise such luxuries as perfumery and cosmetics in times like these?"

"That isn't what I mean at all," he replied. "Many toilet articles are considered necessities by women. Those must be advertised or their trade will fall off. Understand, now, I like to sell advertised goods. I believe in advertising, and take a lot of satisfaction in selling the leading advertised lines. I carry a full line of the

advertised leaders with which everyone is familiar."

"Which, for instance?"

"Coty, Houbigant, Elizabeth Arden, Hudnut, Dorothy Gray—"

"Oho! you carry a full line of Dorothy Gray, do you? I'd like to have a look at it, if you don't mind. I read the other day that they had just dropped 44 items from their line, expecting that dealer inventories and returns will be reduced and turnover speeded up. So if you've been carrying their full line, I wonder where you keep it!"

The druggist eyed me suspiciously. "What are you trying to do," he asked, "kid me? What I mean is, I carry a full

line of the goods that women buy—the things they look upon as necessities."

"Well," I went on, "you have been a long time in this business and kept your eyes open. Who does stock these scores of products and sizes? Your stores are large, your stocks are ample and diversified—if you never carry all this excess baggage of undemanded products and sizes, who does?"

"The Lord only knows," he answered solemnly; "I don't."

"Aside from the demanded goods—the products women regard as necessities—do manufacturers' or jobbers' salesmen try to sell you a lot of the other items in these big lines of cosmetics?"

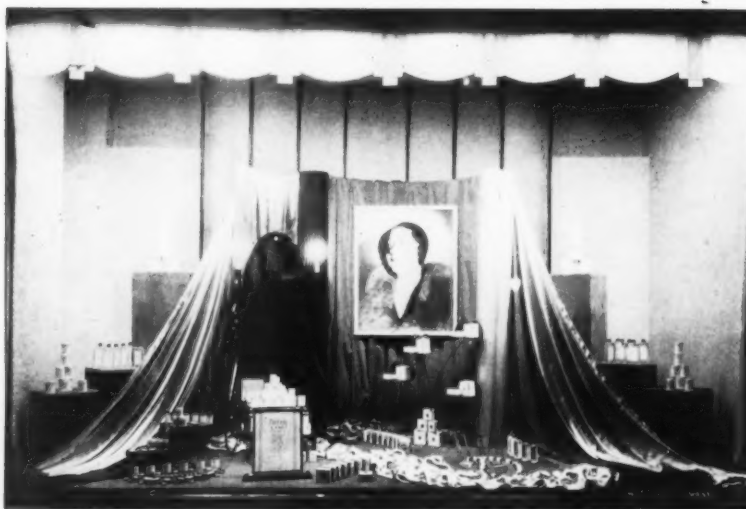
"They don't get a chance. Like other successful druggists, I know what my customers want, and that's what I want. If a concern puts out a new item, a new and nifty compact or any other novel article, I'm ready and willing to look at it and hear about it. But aside from that, a salesman to me is only an order taker, and he has a swell chance of taking my order for anything my customers won't buy. Sometimes I make a mistake, but that's usually when I act against my best judgment."

"But," I persisted, "somebody must buy all these nick-nacks and gadgets and luxurious trifles and novel preparations and concoctions that so many manufacturers produce by the dozen. Otherwise they would never get on the market."

"Probably your guess is as good as mine," said the druggist, "but this is mine. Only a few years ago, money was easy. Women—even the shop girls and laborers' wives—had plenty of pocket money, and the well-to-do classes were rolling in it. They went nosing around from counter to counter, just aching to be tempted to buy something new, something smart, something they had never owned before."

"In those days, manufacturers of toilet goods, like many others, cudgelled their brains for novelties that





AN UNUSUAL BARBARA GOULD WINDOW

would catch this easy money. A new product, a new name, a handsome package—anything that was novel, anything a big advertising story could be woven about, could be depended upon to go over big. And so new ideas of all sort flooded the market, and most of them found enough market to pay their way and show a profit. I have an idea that most of these babies that nobody will buy, date back from 'them happy days.'"

"The lotion we were just talking about doesn't," I objected. "It had its big boom during the depression years."

"All right, but do you think the sales were worth what they cost? You can sell a lot of any new thing, if you spend enough money; the real test comes on your repeats, and if the goods won't stand up under that test, something is wrong. And the thing that's wrong about this lotion, and with a whole lot of other toilet products, is just what I told you. Women can get along well enough without them. They're buying what they regard as necessities in fairly large volume—not as heavily as they did in 1929, but enough to roll up a fairly satisfactory total."

"And what do you call necessities?"

"Talcum powder, face powder, face creams, rouge and lipsticks. Also perfumes to a less extent. And, of course, manicure goods, hair shampoos, dentifrices and such more obvious necessities. These are the things women really feel that they must have, and as long as they can scrape up the money for them, they are going to keep on buying them—hard times or no hard times."

Another druggist in the same town confirmed, in the main, these ideas, and has the added advantage of information gained, years ago, as a traveling salesman for a cosmetics manufacturer.

"I'll tell you how it is," he said. "The manufacturer has a chemist, or a cosmetician, or both, around the place, and those birds are busy all the time inventing new odors, new kinds of creams, and other new products of one kind or another. Every once in a while

they give a wild yell and rush in to the boss with the glad news that they've discovered a world-beater—a product that will have the women standing in line all over the country. Well, they sell the boss on some of these things—they have to, to hold their jobs—and here comes a new item and with it a big line of hooey that the salesmen are supposed to hand out to the trade.

"After this kind of thing has gone on for a few years, Mr. Manufacturer is loaded to the gills with 40, or 50, or more items, some of which are in three or four sizes.

"So the salesman is supposed to sell all this stuff to his trade. And the pity of it is that he does. If all these queer items were a complete flop, right at the start, it would be the best thing for all concerned. But

some of the salesmen, pepped up by the real or pretended enthusiasm of the sales manager, convince here and there a retailer that the new essence of cauliflower is one of the eight wonders of the world. In a few places on the map a bunch of women try and like the stuff, and keep on using it, so little by little there is worked up a thin trickle of a demand. Instead of dying, the blamed thing shows just enough life to encourage the manufacturer—or, at any rate, to make it seem bad business to kill it off.

"That's the way these big families of products sometimes get a start, and the reason why they hang on year after year. At least, that is what happened in more than one case I know about, and I suppose it is the general rule."

"Then you don't believe in families of toilet goods?"

"I wouldn't go so far as to say that. If a manufacturer has only one, or two, or three products, they have to carry all the manufacturing expense, all the overhead, all the selling and advertising costs. Sometimes that makes it pretty hard sledding. In such a case, a little larger family would be a blessing. But when there are literally scores of members of the family, there are bound to be a whole lot of items and sizes that are unprofitable. The volume on them is small, and always will be; so small that it doesn't pay to advertise them, and no salesman is going to bother much about trying to push them—they're not worth the time and effort, and busy dealers don't want to hear about them."

"Some manufacturers," I suggested, "use such items as free goods, and find them useful that way, don't they?"

"Listen," rejoined the druggist, rather tartly, "I don't pay as high rent as the big city druggists have to, but even so, my space is too valuable to be cluttered up with goods nobody wants. I'd rather fill my shelves with goods that cost me money, and that my customers will come in and buy, than with a lot of cats and dogs that cost me nothing but bring me in nothing."

This druggist had ideas about advertising which were



equally positive. "Advertising," he said, "is the only protection of a good line. Take, for instance, the Blank products. They had a big trade a few years ago. When I went into business here I sold a lot of 'em. But I haven't seen 'em advertised for several years, and now there's absolutely no call for them, except now and then for their talcum."

"They not only stopped advertising, but they slashed their prices, gave all sorts of discounts and free goods, so that you couldn't figure out what their prices really were. That way, they lost both their hold on the consumer and the confidence and good will of the trade."

"Yes, sir, I like to handle advertised goods, and I don't listen to any baloney about big advertising campaigns that are coming along next month or next Spring. I want to feel the demand from actual advertising, and I want to see the advertising myself if I'm going to stock the goods."

### Insecticide Makers Meet

THE 20th annual meeting of the National Association of Insecticide & Disinfectant Manufacturers, Inc., was held at the Hotel New Yorker, New York City, December 11, 12 and 13. Presiding over the session was Peter Dougan, of Merck & Co., president of the association.

Mr. Dougan was re-elected at the closing session. Serving with him during the coming year will be Walter J. Andree, Sinclair Refining Co., New York, first vice-president; Dr. George Reddish, Lambert Pharmacal Co., St. Louis, second vice-president; Dr. John H. Wright, Zonite Products Co., New York, secretary; and John Powell, John Powell & Co., New York, treasurer. Members of the executive board will be C. P. McCormick, McCormick & Co., Baltimore; S. H. Bell, Koppers Products Co., Pittsburgh; Harry W. Cole, Baird & McGuire, Inc., Holbrook, Mass.; William H. Gesell, Lehn & Fink Products Co., Bloomfield, N. J.; J. L. Brenn, Huntington Laboratories, Huntington, Ind.; H. W. Hamilton, White Tar Co., Kearny, N. J.; Dr. C. H. Peet, Rohm & Haas, Inc., Philadelphia; S. S. Selig, The Selig Co., Atlanta; Dr. Robert C. White, Robt. C. White Co., Philadelphia; and William J. Zick, Stanco, Inc., New York.

A very interesting program was prepared by the committee under the direction of Mr. Andree. The officers and standing committees of the association presented reports on the work of the organization since the last meeting. The proposed new food and drugs act was discussed by Mr. Gesell and by Ray C. Schlotterer, secretary of the Drug, Chemical and Allied Trades Section of the New York Board of Trade. Dr. Harvey A. Seil, contributing editor to this journal, presented a paper on "Qualitative and Quantitative Estimation of Pyrethrins." A. L. van Ameringen, of van Ameringen-



PETER DOUGAN

Haebler, Inc., spoke on the commercial value of odor. Salient parts of his address follow:

"The perfuming of fly sprays has generally consisted of adding perfume materials to the fly spray, that were often only slightly less disagreeable than the kerosene odor which they sought to cover. Mirbane and sassafras oil were the great stand-bys of the fly spray manufacturer, without realizing that their so-called "perfumes" did not meet with public approval.

"Not only women are susceptible to the unconscious effect of odor, but men react in exactly the same way. A manufacturer of toilet preparations for men sent out questionnaires to a large group of men, inquiring whether they would prefer an odorless shaving cream over a perfumed one, and the answers were overwhelmingly in favor of an unperfumed product. We have here identically the same situation as your association was confronted with when canvassing women about their wishes in regard to fly sprays. When a few months later, the manufacturer's advertising agent submitted to the same group of men two identical shaving creams, one unperfumed and the other perfumed, with the request that they tell which product was the better one in their opinion, over 90 per cent of the men picked the perfumed shaving cream as the better product.

"It is peculiar but nevertheless a fact, that many people do not associate perfumes with anything but cosmetics or handkerchief extracts, and as soon as their opinion is asked on a product outside of those two groups, they will, without any hesitation, claim that they prefer an unperfumed product, although when put before an actual test they reverse this opinion. You may all be familiar with the fact that the textile industry, as well as the rubber industry, is using perfume materials in their products, but you can rest assured that practically all women, in answer to a questionnaire, would claim that they would prefer an unperfumed raincoat to a perfumed one. Here again they reversed themselves by showing a preference for the perfumed product in their actual purchases.

"I am willing to go on record as saying that even with the new odorless solvents, a fly spray made with such an odorless solvent, when unperfumed, will lose out in customers' appeal in comparison with that same fly spray when scientifically perfumed.

"Our industrial life moves forward very fast, and the greatest danger for any business man is to be lulled asleep by a result which is not as good as it could be. He will wake up some day to find that a wide-awake competitor has taken away a large part of his business, and he is then forced anyhow to take those steps he could have taken several years previously."

Entertainment consisted of the annual banquet and floor show. The guest of honor was Harry W. Cole, retiring secretary of the association. Mr. Cole had been extremely active in the association for many years, and the dinner and entertainment were a tribute to the work which he has done on behalf of the insecticide and disinfectant association. He remains as a member of the board of directors.

The sessions closed with an informal discussion of the proposed insecticide and disinfectant code with Wroe Alderson, assistant chief, Domestic Commerce Division, who headed the St. Louis Drug Survey, as the principal speaker.



# Editorials

## The American Perfumer

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

*The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.*

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December, 1933

### Christmas and New Year Greetings

FOR most of us this has not been a particularly easy year. We have all had troubles and discouragements. None of us can deny, however, that it has been an interesting year.

These are good times to live in even if we do have to tighten our belts occasionally and grin when we don't really mean it. This year has been an especially good year to live in for in it we have seen the United States stop drifting and make a real effort to get itself, and help the rest of the world as well, on the way to better times.

A lot of mistakes are going to be made in the process of getting ourselves back to prosperity. All of us are going to make some of these mistakes. When we make them, let's kick ourselves and not the other fellow. Let's criticize constructively, suggest thoughtfully, and work co-operatively. It will be a lot more fun, this recovery, if we all have a constructive part in it and don't permit ourselves to block the wheels, either through fear or through partizanship.

And when we celebrate Christmas and the New Year as we are all going to do in better spirits than a year ago, let's make a resolution to be back on top of the world at the end of 1934. If we resolve hard enough and work hard enough, Christmas next year can be the best one we ever had.

### An Amended "Tugwell Bill"

AT the close of the hearings in Washington early this month on the so-called "Tugwell Bill", which would replace the former food and drugs act, the sub-committee intimated that a new bill would be drafted which would embody some of the proposed changes which the trade asks be made in the present draft before it is presented to Congress in January. The commit-

tee was generous in the time accorded to those wishing to be heard on the bill, but it was noteworthy that a much better hearing was accorded to representatives of the cosmetic industry and others who presented specific proposals than to certain representatives of the packaged medicine industry who had nothing in their briefs but condemnation for the proposals advanced by Mr. Tugwell and his associates.

Elsewhere in this issue, there appears an analysis of the main features of the measure as it would affect cosmetics. This analysis has been prepared from our own study of the measure, fortified by liberal quotations from several sources, and represents, we believe, an accurate and fair presentation of the chief objections to the first draft of the bill. It is unnecessary to repeat the points made in this analysis even if space permitted.

Since the committee apparently desires concrete suggestions regarding the measure and is willing to modify the bill to meet the more serious objections raised against it, it may be well to point out what seem to be the chief objections from the standpoint of the cosmetic industry.

The first and in our opinion most important objection to the bill lies in its definition of "drugs." A part of this definition includes "all substances and preparations, other than food, and all devices, intended to affect the structure or any function of the body of man or other animals." Taken in conjunction with the paragraph which states that "the definitions of food, drug, and cosmetic shall not be construed as mutually exclusive", this would permit the classification of a host of toilet preparations as "drugs" when in fact they are not drugs at all in any correct interpretation of that term. For instance, depilatories, many deodorants, a large number of creams, certain types of powders, in addition to hair dyes, would be "drugs" under this provision, if the Secretary chose to classify them as such.

There seems to be no good reason why cosmetics and toilet preparations, since they are to be regulated under the law, should not enjoy the status of a class of products entirely separate and apart from drugs. To include them under the drug provisions would be an injustice and would confuse the interpretation and enforcement of the law. Should they be so classified, all of the provisions relating to adulteration and misbranding of drugs, entirely uncalled for in the handling of simple toilet preparations, could be invoked against them.

Under adulteration of cosmetics, extremely wide latitude is again given to the Secretary. He

## OUR ADVERTISERS

ALSOP ENGINEERING CORP.  
New York City

AMERICAN PERFUMER AND ESSENTIAL  
OIL REVIEW

432 Fourth Ave., New York City

GENTLEMEN: Supplementing our recent letter about how we are checking up on our advertising dollar, you may be interested to know that we are still at it and making it harder every day for every dollar's worth to prove its value.

We checked up last month's inquiries for the quality as well as the quantity, meaning the power to purchase as well as the intention or wish to do so, and among the many inquiries coming from THE AMERICAN PERFUMER for that one month were some of the very largest concerns in the field, and they so definitely identify your Journal that we thought you might be interested in having the enclosed photostats for your own information and gratification.

The proof of the magazine is in the reading thereof by the biggest and best, equally with the multitude in each field. Verb Sap.

Yours very cordially,

ALSOP ENGINEERING CORP.,  
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would be permitted to list "poisonous or deleterious ingredients" by regulation and it would be necessary, in case of error on his part in making such a list, to overturn the regulations by long and costly legal procedure. Such ingredients should be listed in the law itself or hearings before competent authorities should be provided for before any such list could be promulgated. In addition, some provision regarding substances which, through personal idiosyncrasy, might be injurious to a very few individuals, should prevent the absolute banning of such ingredients. *To do less would be harmful to many innocent and generally innocuous preparations containing such ingredients.*

In the provisions on misbranding, specific tolerances for small packages of cosmetics should be established upon which name and address of maker and statement of net contents would not be required. It would be utterly impossible to place such a statement on certain types of containers and it would definitely injure the saleability of many beautiful packages if the present paragraph were to go into effect unamended.

Under both misbranding and advertising, the provision banning labels or advertisements which "by ambiguity or inference might create a misleading impression" seems too strong. *If no other change were made in this provision the word "inference" which means what a purchaser might believe regardless of the wording of the label or advertisement, should be changed to "implication" which means what the manufacturer indicated by*

*the wording itself.* Even with this change, the paragraph would be somewhat objectionable, and it would be much better if the words "misleading impression" could be eliminated. Nor would their deletion harm the bill as a protection to the public.

The section providing tolerances for added poisonous or deleterious substances should not be made to apply to cosmetics. It is an ambiguous reference to the arsenical spray and sulfur dioxide residue question and anyone who is familiar with the history of that problem will realize why the sponsors of the bill preferred to bring it into the new measure "by ambiguity and inference." *That paragraph should specifically state that it is a residue provision and is limited to foods.*

There remain the permit and factory inspection provisions. These are obviously inequitable. They give to the bureau which will enforce the measure virtual power of life and death over the manufacturer even if his offense is a small one or entirely unconscious on his part. Adequate laws respecting sanitary conditions exist in practically every part of the country, certainly in every state where cosmetics are produced in any volume. *There is no need for Federal inspection and no excuse for a permit system.* Those who have gone through the prohibition era well know what the abuses of such a system can be. Nor is the system required for adequate enforcement of the food and drugs act.

In addition, it would seem that there should be some limit or control of seizures under the law. A provision could readily be inserted which would provide that notice and an opportunity to be heard should be granted before seizure. If the law is for the protection of the public and for the advancement of the industry, such a provision would accomplish a two fold purpose. *It would check minor and unwitting infringements and leave the full force of the regulatory power to be exerted in the case of serious or deliberate infractions.*

Finally, the Secretary should not be granted power to publish his findings, institution of proceedings and seizures until there shall have been an opportunity for their review. To allow indiscriminate publicity at the will of the enforcement body would injure the innocent and detract from the value of publicity as punishment for the guilty.

In this connection, it may be well to point out what seems a flagrant breach of propriety on the part of officials in the Department of Agriculture in publicizing their efforts to get the new bill through Congress. Such data as are available should by all means be presented to Congress for its guidance, but it is not the part of the Bureau to burst forth with unfavorable publicity against any industry unless the law authorizes or commands it to do so. That, most decidedly, the law does not do. It is one thing for the President to explain his policies and request the support of the public for them. It is quite another for a minor official to further his pet measures

through attacks upon industry. This sort of campaign is quite justly resented by all the industries to be affected by the new measure.

These are briefly the chief objections of the cosmetic industry to the "Tugwell Bill" as it was presented to Congress by Senator Copeland. It should be borne in mind that the industry welcomes the right kind of a regulatory measure. It is confident that these provisions will be modified in such a way that it can actually endorse the Copeland Bill before that measure finds its way to final enactment.

### Has Toilet Goods Trade Improved?

**W**HETHER business in toilet preparations has actually improved or not is a subject on which many shades of opinion exist. Our contacts with the manufacturers, the wholesalers and

the retailers as well as with sellers of raw materials and supplies to the industry have convinced us that there has been a definite and very general gain in the volume of business.

The skeptics, however, will require something more than this rather second hand evidence of a gain in business. They will not take it on any- they are sound in this position.

Apparently the proof lies in the figures of the manufacturers' excise taxes on toilet preparations just released by the Treasury Department. They show collection on sales of toilet preparations for the period from July to October, 1933, of \$3,-818,909.78, an increase over the same period last year of \$1,563,678.72, approximately 70 per cent. Of course, this applies to tax collections and not to actual sales but it is sufficient to show that from mid-Summer to Autumn, business in 1933 was a great deal better than in 1932.

### Deupree Again Heads Soap Ass'n.

The Association of American Soap and Glycerine Producers held its annual meeting in the Waldorf-Astoria hotel, New York, December 14. The main action taken was the election of a board of directors for the coming year. At a session of the board following the principal meeting, R. R. Deupree, president of Procter & Gamble Co., Cincinnati, was re-elected president of the association.

Following the report of the nominating committee, read by F. A. Countway, of Lever Brothers Co., Cambridge, Mass., the meeting voted to re-elect the board of directors who had served during the past year, with the exception of Dr. J. S. Goldbaum, of Fels & Co., Philadelphia, who has been compelled to retire from active business because of illness. Samuel Fels, president of that company, was named to succeed him. N. R. Clark, of Swift & Co., Chicago, was another new member elected to the board as successor to the late Robert M. Johnston, of the same company. Other members of the board are:

Homer D. Banta, Iowa Soap Co., Burlington, Ia.; S. Bayard Colgate, Colgate-Palmolive-Peet Co., Chicago; F. A. Countway, Lever Brothers Co., Cambridge, Mass.; N. S. Dahl, John T. Stanley Co., New York; R. R. Deupree, Procter & Gamble Co., Cincinnati; G. A. Eastwood, Armour & Co., Chicago; I. Katz, J. Eavenson & Sons Co., Camden, N. J.; F. H. Merrell, Los Angeles Soap Co., Los Angeles, Calif.; W. C. Wollen, Olive Oil Soap Co., Paterson, N. J.; and C. F. Young, Davies-Young Soap Co., Dayton, O.

In placing the names in nomination, Mr. Countway said:

"These men are representative of the industry. They have had the task of preparing, and of seeing through



R. R. DEUPREE



AUGUST MERZ

### Organic Chemical Group Re-elects

**T**HE Synthetic Organic Chemical Manufacturers Association, at its annual meeting in the Chemists Club, New York, December 7, re-elected all incumbent officers for 1933-1934, with the exception of Dr. E. H. Killeffer, of E. I. du Pont de Nemours & Co., who retired from the first vice-presidency because of poor health. He was succeeded by E. G. Robinson, also of the du Pont company. The officers re-elected were:

President, August Merz, Calco Chemical Co., Bound Brook, N. J.; second vice-president, F. G. Zinsser, Zinsser & Co., Hastings-on-Hudson, N. Y.; treasurer, Ralph E. Dorland, Dow Chemical Co., Midland, Mich., and secretary, Charles A. Mace, New York. The following were elected to the board of governors: A. L. van Ameringen, van Ameringen-Haebler, Inc., New York; E. A. Barnett, John Campbell & Co., New York, and G. Lee Camp, Monsanto Chemical Co., St. Louis.

Francis P. Garvan, president of the Chemical Foundation, was the principal speaker following the business session. Charles C. Concannon, chief of the Chemical Division of the Department of Commerce, and A. Cressy Morrison also addressed the gathering. Secretary Mace gave a very comprehensive report covering the activities of the association during the past year.

at Washington, the code of fair competition for the Soap and Glycerine Manufacturing Industry, and are now entering upon their responsibilities as members of the Code Authority, which, under the provisions of the code, is the board of directors of the association. It seems eminently fitting that they should be re-elected to proceed with this important task upon which they are just beginning."

# Improvements in Shaving Preparations\*

*Summary of Results of Recent Research*

*on Materials and Manufacturing*

*by Josef Augustin*

**L**IQUID shaving soaps are just as safe hygienically, in a certain sense anyway, as the solid shaving soap, but they have one important disadvantage.

That is that only potash soaps can be used in making this type of shaving soap. The result is that the lather which is produced on the face with the aid of these liquid preparations does not support the individual hairs of the beard as effectively as do shaving soaps that contain soda soap as well as potash soap. Even when a very small quantity of sodium hydroxide lye is used in conjunction with a very considerable proportion of potassium hydroxide for the saponification of the stock, there is danger that the soap will become too thick either immediately after it is produced or during the course of time. Liquid soaps for shaving purposes with an alabaster-white color cannot be manufactured in a sufficiently high concentration. Even when approximately 10 per cent of glycerine, based on the total weight of the soap, is added, the fatty acid content of the liquid shaving soap will still be no more than 20 per cent at a maximum.

Furthermore, such a soap has a distinct tendency to settle, with the result that a clear liquid zone forms on the top of the preparation. This fact appears very characteristic, namely, that the soap ages during storage—that is, it hydrolyzes. Under such conditions, even though it had reacted neutrally immediately after being manufactured, it will later give a clear, red color when tested with phenolphthalein. These liquid shaving soaps are manufactured by the saponification of stearin. This may be used alone or in mixtures with tallow and coconut oil. Saponification is carried out with a suitable quantity of potassium hydroxide and sufficient dilution with distilled water. Glycerine is also added, approximately 5 per cent on the weight of the soap, to the better grades of liquid shaving soaps. A very simple process for making these soaps involves wetting soap flakes with sufficient water. The mass is left for a number of days and is agitated occasionally. It dissolves without any further treatment under these conditions. Such a liquid shaving soap does not, naturally, contain any more than 10 per cent fatty acid.

Transparently-clear, liquid shaving soaps, which resemble ordinary liquid shampoos in appearance—the sole difference being that the shaving soaps are more water-white—are more concentrated, containing 20 to 35 per cent of fatty acids. However, considerable quantities of glycerine are required for clarifying the soap which contains much stearate. Alcohol may also be used for this purpose. However, these substances

impair the lathering quality of the soap; on the other hand, they make the soap much more antiseptic. Hence, not less than 20 per cent of the stock should be coconut oil.

Olein and vegetable oils, when used in large quantities, give a clear product with the addition of only a little glycerine. The wetting power of the soap is also satisfactory. However, the lather is not the desirable creamy mass that a good shaving soap must afford. The following is a well-known formula for a liquid shaving soap, although in the author's opinion the soap obtained with its aid does not show any improvement over the liquid product made in the usual manner.

Thirty kilograms of tallow and 12 kilograms of coconut oil are saponified with approximately 18.5 kilograms of potassium hydroxide solution of 50 degrees Bé. concentration. The product may be neutralized by the addition of a little stearic acid. It is then dissolved in 35 kilograms of glycerine and 30 kilograms of alcohol. Then there are added 1.5 kilograms of potassium carbonate, dissolved in 15 kilograms of water, and the entire mass is filtered. It is naturally possible to obtain good results as well by using less glycerine and alcohol, when the composition of the stock has been properly chosen.

## Brushless Creams

In addition to shaving soaps, there have been available within the past few years certain preparations which are applied to the face just like a skin cream and then rubbed into the skin. Then the face is shaved without using a brush and water to produce a lather. The razor removes the cream and the beard. This process, which is intrinsically simple, is not recommended particularly for too heavy beards. These brushless and lather-less shaving preparations are mostly manufactured with a stearate cream base and also contain fats and emulsifying agents, as well as small quantities of triethanolamine, borax or potassium carbonate.

## Depilatories

The preparations which are made in the form of depilatory creams are likewise intended for light beards. There are preparations which are washed off the face within a few minutes after they have been applied, and the softened hair is removed at the same time. Other similar preparations are rubbed into a lather after being applied, and the lather, as well as the beard, is washed off. The ingredients, that are used for producing the lather, are more economical.

The two last-mentioned preparations are of far less



\* Concluded from November, 1933, Issue.



importance and are far less used than the true shaving soaps.

### After Shaving Preparations

We come finally to the after-shaving preparations. These products, which are supposed to be used directly after shaving, belong properly to that class of toilet preparations which include skin foods and skin soothers. The after-shaving preparations have for their purpose the neutralization of the alkali that still remains on the skin. They are also intended to harden the surface of the skin, which has become soft due to the action of the soap. The skin is pulled together, that is contracted to counteract the swelling action of the shaving soap. It is finally advantageous to produce a smooth feel on the skin by the use of powders or fat-containing creams. The after-shaving preparations are found in solid, liquid, creamy and powdered form. It need scarcely be mentioned that the user can apply a number of these preparations one after the other as he desires.

The oldest preparation for the treatment of the skin after shaving must be alum. This chemical is less used today than in former times due to the disrepute into which it fell because of the unhygienic way in which it was used by barbers. Nevertheless, many men who shave themselves still use alum. Alum in the form of sticks has always been considered as a disease carrier, when it is used by several people without being disinfected.

After-shaving preparations in powdered form have found wide use not only in tonsorial parlors but also by the individual shaver. Their purpose is to soothe the skin, to neutralize the alkali remaining on it, to draw the skin together and to disinfect it. The following composition fulfills these requirements well. The powder contains 86 per cent of talc, 10 per cent of magnesium carbonate, 3 per cent of boric acid and 1 per cent of aluminum lactate.

The disinfecting and antiseptic action of the powder is materially increased by triturating it with a solution of 0.1 per cent of methyl parahydroxybenzoate in one to two per cent of alcohol. The addition of 2 per cent petrolatum or stable cold cream is advisable to increase the smooth feeling that this preparation gives the skin.

If the after-shaving powder must have still more of a skin food character, then considerable advantage is gained by incorporating therewith a few per cent of witch hazel extract. It may be remarked in passing that like or similar compositions to the preparations that are used as body powders, which overcome bad odor and regulate the secretion of the perspiration, may also be used as after-shaving powders. However, they should contain more boric acid and aluminum lactate.

A slightly fatty, acid-containing cream is also recommended for use after shaving. A correct formula for the preparation of this cream contains the following ingredients: 5 per cent of lanolin, 20 per cent of white petrolatum, 5 per cent of spermaceti, one per cent of lanolin alcohols (a mixture of the alcohols of lanolin), 5 per cent of mineral oil and 64 per cent of water.

A skin oil, which is not perfumed at all or which contains a small quantity of lavender oil, may be used

to good advantage as an after-shaving preparation, particularly on dry and brittle skins. The pharmaceutical grade of olive oil is by far the best substance for this purpose. It is well to dissolve 0.1 per cent of propyl parahydroxybenzoate in the olive oil in order to prevent it from spoiling. The antiseptic or preservative is dissolved in the oil by heating the same to a moderate temperature, not in excess of 50 degrees C.

Liquid after-shaving preparations have attained great popularity. The simplest preparations of this type are eau de colognes or lavender waters, which are of low concentration and which are also naturally only slightly perfumed. There are eau de cologne preparations which are particularly well suited for use as an after-shaving lotion and which contain approximately one per cent or more of salicylic acid in addition to approximately 60 per cent of alcohol. These preparations have a satisfactory neutralizing and antiseptic action, but in many instances they have been known to irritate the skin. It is, therefore, recommended that there should be used instead of salicylic acid, one-half to 2 per cent of boric acid and 0.05 per cent of methyl parahydroxybenzoate.

The simplest and cheapest after-shaving preparation of the lotion type is a solution of 0.2 per cent of boric acid and 0.1 per cent of alum in hot water. It is always advisable to add witch hazel to all these after-shaving preparations.

Even when such after-shaving preparations are available, in order to simplify the process and save time, a well-made shaving soap, either in solid or cream form, can be used alone when a normal beard and skin are being treated. A shaving soap which is used alone must be absolutely neutral, and it must also contain wetting agents and superfatting agents.

### Essential Oil Possibilities in Kenya

In two publications entitled "Essential Oils" and "Stills for the Production of Essential Oils" the Department of Agriculture for the colony and protectorate of Kenya point out the potentialities involved to the Kenya farmers seeking some crop alternative to the four staple crops of Kenya—coffee, sisal, maize, and wheat. Kenya is rich in indigenous scented plants, but concerning most of them there is little hope of their yielding oils of commercial importance. The most promising oil in the colony is cedar-wood oil. Other oils that could be produced are patchouli, eucalyptus, lemon grass, and rose geranium. (*Department of Commerce.*)

### Pharmacists to Meet at Paducah

Paducah will entertain the annual meeting of the Kentucky Pharmaceutical Association next June, Leon Evans, of Mayfield, member of the executive committee, has announced. Owensboro, Mayfield and Dawson Springs also invited the next meeting of state druggists, but Paducah was selected as the convention city after the committee eliminated the other three. Druggists from all sections of Kentucky are to attend the four-day meeting, Mr. Evans said. Mayfield was host to the Pharmaceutical Association in June, 1928.



# Costus Root Oil in Perfumery

## A Description of the Properties and Uses of a Somewhat Neglected Oil

by H. Stanley Redgrove, B.Sc., F.I.C.

IN the recently published fourth edition of his *Formulaire du Chimiste-Parfumeur et du Savonnier* (Paris, 1932), M. Gattefossé has included costus root oil in a list of *Huiles essentielles peu connues ou nouvelles*. Costus root oil is certainly not new; but it is little known, in spite of the information available concerning it, in the sense that the oil is not used to the extent that its valuable odor and fixative powers justify.

The reason for this neglect is, perhaps, to be found in two facts. Costus root oil is very expensive, and the odor of the undiluted oil is at first peculiar rather than pleasant, and may even be found unattractive. These facts, however, afford no justification for its neglect. The oil is used only in traces, so that its cost is not a matter of prime concern; and when used in traces, its odor is decidedly pleasant.

Costus root has been valued as an aromatic material, more especially in the East, from very early times. Theophrastus (*Enquiry into Plants*, bk. 9, chap. 7.) includes "kostos" among the plants used for perfumes which come from the East; and it is possible that one of the two words translated "cassia" in the Old Testament referred to the same product, which was, therefore known to and used by the ancient Jews.

For some time the origin of the product known to the ancient Greeks as "kostos" was unknown, and it was attributed to a totally different botanical source from the costus root of Eastern commerce to-day. There is little doubt, however, that the two products are identical. Costus root is the product of *Saussurea Lappa* Clarke, a member of the natural order *Compositae*, which grows abundantly in the mountains of Kashmir. Smith (*Bible Plants*, London, 1877), a one-time Curator of the Royal Botanic Gardens, Kew, describes the plant as "a strong-rooted perennial . . . having large, slashed, radiate leaves, from which rises a thistle-like stem 5 to 6 feet high, bearing heads of thistle-like flowers of a purple color."

Large quantities of the roots are collected each year, conveyed to Calcutta and Bombay, and thence sent to various parts of the East, especially China.

It is used primarily as a perfume, and for the preparation of incense. It is also used medicinally, being credited with tonic and aphrodisiac properties. In the Middle Ages, it appears to have been used as a drug in Europe, but has long since dropped out of use in European medicine.

Kashmir shawls are commonly treated with costus root. This imparts a characteristic perfume to them, and also protects them from the attacks of insects.

Costus root is greyish brown exteriorly and greyish white within. It has a not very pronounced odor re-

calling that of orris root. It is rather like elecampane root, which is said to be sometimes employed as an adulterant.



Relatively little costus root comes to Europe; but some is imported into France and other countries, for extraction of its odorous constituents. The root may be extracted by the volatile solvent process, with the production of costus root resinoid, or, more commonly, distilled.

The yield of oil is small. Only about 0.3 to 0.5 per cent is obtained directly by distillation; but a further 1 per cent can be got by extracting the aqueous portion of the distillate with benzene. The two products are commonly mixed together.

That obtained by extraction of the aqueous portion is said to have the finer odor.

Costus root oil is described by Gildemeister and Hoffmann (*Die Aetherische Ole*, vol. 3, Miltitz, 1931) as a viscid, light yellow to brown liquid, having an odor which at first suggests that of elecampane but afterwards develops a violet-like note, oils from old roots sometimes possessing a disagreeable smell. The specific gravity of the oil at 15.5° C. is stated to be from 0.940 to 1.009, and the optical activity + 13° to +27°.

### Physical Properties Vary

Commercial oils differ widely in their viscosity, color and odor, some exhibiting the valuable violet-like note much better than others. Three commercial oils which were examined by the present writer were found to be most noticeably different in these respects. The differences which occur in the commercial oils may be due to variations in the method of distillation, adulteration, or the effects of ageing; but whatever their cause, their existence makes it imperative for prospective users carefully to examine samples before purchasing supplies.

On dissolving the oil in 90 per cent spirit, an opalescence develops, due to the separation of a hydrocarbon.

The chemistry of costus root oil has been studied by F. W. Semmler and J. Feldstein (*Berichte*, vol. 47, 1914, pp. 2433, 2687), who have found present in it some constituents which seem to be quite peculiar to this oil.

The substance present in greatest amount is a hydrocarbon, which has been named "aplotaxene" (20 per cent). Other hydrocarbons present are the terpenes, camphene (0.4 per cent), phellandrene (0.4 per cent), and two sesquiterpenes, called "alpha" and "beta costene" respectively (6 per cent of each). A trace (0.2 per cent) of an unidentified terpene alcohol is present and about 20 per cent of resinous material. Other and probably more important constituents are a bicyclic acid with two double bonds, costic acid ( $C_{15}H_{22}O_2$ , 14 per cent), the corresponding alcohol, costol ( $C_{15}H_{24}O$ , 7

per cent), and two lactones, costus lactone ( $C_{15}H_{20}O_2$ , 11 per cent) and dihydro-costus lactone ( $C_{15}H_{22}O_2$ , 15 per cent).

Costus root oil is of especial service in the compounding of perfumes of the violet type. About 1 per cent may be advantageously incorporated in skilfully composed violet ottos, and gives to them a character otherwise unobtainable. The oil is also of decided utility in the compounding of various fancy perfumes. The oil is emphatically a product for use in high class perfumery and, like many products suitable for this purpose, needs employing with discretion and skill.

### Drug Institute Elects Directors

The annual meeting of the Drug Institute of America, Inc., was held at the headquarters of the Institute in New York City December 5. Reports of the officers and standing committees were heard, and a special report on the so-called "Tugwell Bill" was presented by Captain W. J. Schieffelin, Jr. Considerable discussion from the floor, with reference to the policies of the Institute, featured the meeting, the retail druggists voicing the opinion that while they greatly outnumbered all other groups combined in the association, they were not being accorded full recognition on its board of directors and in its councils.

The entire board of directors was re-elected with the exception of Thomas Roach, whose place on the board was taken by A. C. Fritz. In addition, J. J. Dreyer was elected a director, representing the chain wholesalers, and A. L. Filene and N. Shapero, representing department stores.

Carl Weeks, president of Armand Co., Des Moines, Ia., has tendered his resignation as treasurer of the Drug Institute. In his letter of resignation, Mr. Weeks pointed out that he believes the finances of the Institute should be handled by a bank, rather than by any individual.

### Florida Hairdressers Meet in Jacksonville

A parade of hairdressing styles climaxed the last day's program of the Southeastern Beauty Trade Exposition and Convention, held in the Chamber of Commerce auditorium, Jacksonville, Fla., November 11 to 15. The convention was held under the auspices of the Florida Hairdressers & Cosmetologists Association and was attended by hundreds of beauty shop operators and owners from over the state. Paul Rilling, of New York, noted beauty expert, served as master of ceremonies.

A large part of the third day was devoted to viewing numerous exhibits prepared by manufacturers and jobbers which were established on the two top floors of the Mayfair Hotel, headquarters for the sessions.

The following were members of the reception committee at a banquet held at 9:30 p. m. at the George Washington Hotel: Mrs. Marie Blanchard and Miss Odessa Lewis, chairmen; Mrs. Eleanor Baines Kirk, Mrs. Marie Douglas, Mrs. Gladys Mickler, Miss Georgette Baines Carlyson, Miss Lulu Grant, Mrs. Vivrette Kickliter, Mrs. Viola Jones, Mrs. Peggy O'Dell, Miss Tommy McIntyre, Miss Ethel Blair, Mrs. Essibelle Stephens and Mrs. Eva Johnson.

## DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

**D**ISTILLATES from bituminous shale are making their appearance in cosmetics. The original, a chemically treated product known as ammonium sulphoichthylate, or more commonly ichthylol, is a product of the Tyrolian asphaltic deposits in Austria. The distillates find application in treating skin diseases, and as athletes' rubbing oil, healing salves, dusting powders and others. The black color is a drawback in some types of preparations. However, this does not detract from the therapeutic value. The foreign product has a characteristic odor, although American products are relatively inodorous.

Being an organic sulfur compound, ichthylol finds use in shampoo, tonic and ointments. For scalps suffering from heavy dandruff, ichthylol shampoo along with ichthylol hair tonic are very useful. For a shampoo add about 2% ichthylol to the usual coconut oil base. For hair tonic, 10% in soap liniment (USP X) with bay rum oil as perfume is a good empirical formula. This tonic will stimulate the scalp and in some cases cause stinging, due to the camphor present. Organic sulfur, such as is found in bituminous distillates, is said to stimulate the growth of hair and tends to darken some hair.

### Base for Peroxide Creams

Manufacturers of cosmetics have long been seeking some kind of base in which a light bleaching agent—such as peroxide—could be incorporated, without deterioration after packing. Much has been argued concerning vanishing creams made with peroxide. Claims made by responsible technicians maintain that no peroxide can be found in such creams a short time after compounding. Now, there is a chance for manufacturers to make these creams, and be sure of their permanence by adding acid fixatives to the usual base. Peroxide, as everyone knows, is stable in acid media. Most vanishing creams have an alkaline reaction between pH 8 and pH 10. Peroxide is stable at pH between 3 and pH 5. Therefore adding some suitable acid to a base, of either neutral or acid reaction, is more or less demanded by the above figures. The acids suitable for this are either citric, lactic or salicylic, and others. Suitable bases are any of the neutral or acid synthetic waxes, requiring no emulsifying agent. To further guarantee the permanence of these creams, it is necessary to add compounds known as sapamines.

### Lipoids

A lipid, by definition, is the alcohol-ether soluble constituent of protoplasm. Lipoids are insoluble in water, and found usually in mixtures. There are ten subdivisions in the group. Most notable are lecithin, a phospholipin, carotene (provitamin A) a chromolipin, and vitamin D a sterol.

## "Pros and Cons" of Tugwell Measure

(Continued from Page 492)

pictorial scenes which are purely suggestive which might come under the ban of the law.

"The Associated Manufacturers of Toilet Articles do not object to having their advertising as truthful as their labels, but phraseology which is broader than it is intended is apt to defeat its own purpose."

Suggests 2 ounces as a satisfactory limit below which the statements be not required on the label.

### Analysis of the New York Board of Trade, Inc.:

"Treating of the general subject of misbranding, the proposed legislation provides that any drug or cosmetic shall be deemed to be misbranded if its label is in any particular false or by ambiguity or inference creates a misleading impression regarding it; or if when sold the package upon its label fails to show the name and address of the manufacturer, packer, seller or distributor, and an accurate statement of the quantity or contents by weight or measure, as may be prescribed by regulation, or if any words, statement or any other information required on the label to prevent adulteration or misbranding is not prominently displayed thereon in such a manner as to be easily seen, and in such terms as to be readily intelligible to purchasers and users of the article under customary conditions of purchase and use. Again, it is quite apparent that if this proposed legislation goes through, *the Bureau will, in the last analysis, control the wording, form and general set-up of all labels.*"

The above statements apply also to the false advertising provisions of the measure.

## Misbranding of Cosmetics

There is no provision covering specifically the misbranding of cosmetics in the act. However, a proposal on antiseptics is made which would hold them misbranded unless the labels contained "a statement of each such (antiseptic) use and, plainly and conspicuously and in juxtaposition therewith, the method and duration of application necessary to kill all micro-organisms in the vegetative or other active form with which it comes in contact when so used."

Strangely enough, this provision has not been defended or attacked specifically in any quarter and hence there is no quoted comment available on it. It may be said that it would seriously affect the labels and advertising of practically all the antiseptics and germicides now advertised for popular or home use.

## Tolerances for Poisonous Ingredients

The bill provides for poisonous ingredients as follows:

"If the Secretary finds that the presence of an added poisonous or added deleterious substance in or on food or cosmetics is or may be injurious to health, taking into account other ways in which the consumer or user may partake of or be exposed to the same or other poisonous or deleterious substances, then the Secretary shall by regulations, promulgated after notice and hearing, prohibit such added substances in or on food or cosmetics, or establish tolerances limiting the amount there-

in or thereon, to such extent as he may deem necessary to prevent such injury to health.

"The Secretary is hereby authorized to make regulations, after notice and hearing, for the certification of coal-tar colors which he finds to be harmless for use in food."

### Statement of Department of Agriculture:

"Under the present law expert testimony must be brought in each contested case on food to show beyond a reasonable doubt that the poison is present in such quantity as may be harmful to health."

No statements made in opposition in spite of the fact that this provision on tolerances should be restricted to the food industry and specifically to the "spray residue" problem at which it is indirectly aimed. The difficulties of the Department of Agriculture in handling this problem may be the reason for the general character of the paragraph. It is felt that the paragraph should be re-written, specifically exempting cosmetics and specifically mentioning arsenical spray residues.

## Permits and Inspections

Without quoting the lengthy provision in full, this section of the act gives the Secretary authority to inspect factories and to establish a system of permits if he deems it necessary. It applies to foods and drugs and cosmetics.

### Analysis of New York Board of Trade, Inc.:

"To speak plainly and bluntly, this proposed section seems aimed at avoidance of the commerce clause in the Constitution of the States and calculated to extend the jurisdiction of a Federal agency to articles which have not yet entered the channels of interstate trade or commerce. It would remove from the official path still another legal obstacle, this time in the form of a long line of decisions by our Supreme Court *that manufacture itself is not even commerce, much less interstate commerce*, which heretofore has been an indispensable jurisdictional requisite in the activities of our Federal agencies."

### Brief of A. M. T. A.:

"A section provides that where factory inspection is denied by any manufacturer of foods, drugs or cosmetics, an injunction may be immediately issued to prevent the shipment of such foods, drugs, or cosmetics in interstate commerce. It is thought that the constitutionality of this paragraph is doubtful, but even if it is not, it is clear that such a provision should be restricted to the conditions named in another section of the act, that is,

"(a) Whenever the Secretary finds that the distribution in interstate commerce of any class of food, drugs, or cosmetics may, by reason of conditions surrounding the manufacture, processing, or packing thereof, BE INJURIOUS TO HEALTH, and such injurious nature cannot be adequately determined after such articles have entered interstate commerce, he is authorized, after notice and hearing, to make such regulations governing the conditions of manufacture, processing, or packing as he deems necessary to protect the public health, and requiring manufacturers, processors, and packers of such class of articles to hold a permit conditioned on compliance with such regulations."

"As the former section reads at present, the privilege

of inspecting factories is not limited to products which may be injurious to health, but is unlimited, and there is no excuse for such investigations unless the same conforms to the latter section of the act as above mentioned.

"The section should necessarily also be limited in its operations to cases where the distribution in interstate commerce of any class of food, drugs, or cosmetics, may, by reason of conditions surrounding the manufacture, processing, or packing thereof, be injurious to health, and such injurious nature cannot be adequately determined after such articles have entered interstate commerce."

### Publicity

The section on publicity of activities of the enforcement officials reads:

"The Secretary shall cause to be published periodically a report summarizing all judgments, decrees, and orders which have been rendered, and all proceedings instituted and seizures made, including the nature of the charge and the disposition thereof. The Secretary shall cause to be disseminated such information regarding any food, drug, or cosmetic as he deems necessary in the interests of public health and for the protection of the consumer against fraud."

#### Brief of A. M. T. A.:

"It is obvious also that the section governing publicity is too broad as permitting publicity concerning complaints and seizures, where the defendant has been entirely innocent of any wrong and where final judgment may be rendered in his favor. In such cases a grievous wrong may be done a legitimate manufacturer by widely publicizing a seizure or a complaint which may have no basis in fact or in law. It is still a principle of American jurisprudence that a defendant is adjudged innocent until he is found guilty, and this is a criminal statute."

#### Analysis by New York Board of Trade, Inc.:

"The Department now proposes to use *propaganda* as a means of enforcing obedience to the proposed law. The present law provides for a report by the Department to Congress of expenditures in enforcing food and drug laws, and a detailed report of the personnel employed, their compensation and expenses. The proposed law makes no such provision, but does authorize the Secretary to publish periodically 'a report summarizing all judgments, decrees, and orders which have been rendered and all proceedings instituted and seizures made, including the nature of the charge and the disposition thereof. The Secretary shall cause to be disseminated such information regarding any food, drug or cosmetic as he deems necessary in the interests of public health and for the protection of the consumer against fraud.' The charge is significant and will necessarily have a far-reaching effect. *The Secretary will have the power to advertise any food or drug product as unwholesome or dangerous or as a fraud on the consumer whenever he deems it necessary and (so far as the wording of the law goes) without investigation. The Government embarked on a campaign of printed propaganda to bolster up the Prohibition Law at the instigation of the governmental and privately organized associations of zealots devoted to that cause. If these bills become laws, there will be another similar*

campaign directed against the practice of self-medication in the case of drugs and against such other practices in both the food and drug industries as do not meet the approval of the Secretary."

### General Statements on the Bill

#### Statement of W. G. Campbell:

"It is easy enough to say that the Food and Drugs Act of 1906 still affords adequate consumer protection. Most reputable manufacturers know better. Identifying consumer interests with their own, they recognize that Dr. Wiley's obsolescent statute cannot protect them against the unfair competitive practices of a chiseling minority.

"The manufacturer of a home remedy with definite value in self-medication, honestly advertised in print and over the air—a good cough mixture, let us say—knows better than anyone else what menace there is to his business in the unrestricted sale of a horse liniment for human tuberculosis and other respiratory diseases for which it is of no use whatsoever. Such a manufacturer is hardly to be frightened into thinking the whole structure of modern trade is going to topple over because the charlatans among his competitors are at last put under control."

#### Statement of New York Board of Trade, Inc.:

"The country has recently had experience with the Volstead Act in which the Government sought to penalize all people for the sins of the few. With the existing law and the present enforcing powers, it is believed by those well acquainted with the subject, that complete enforcement, and adequate public protection is possible. No evidence has been submitted that there is a positive or actual need for a change. The Supreme Court of the United States has ruled that 'The statute is plain and direct. Its comprehensive terms condemn every statement, design and device that may mislead or deceive.' (U. S. vs 95 Barrels. 265 U. S. 438.)"

#### Statement of Associated Manufacturers of Toilet Articles:

"The Associated Manufacturers of Toilet Articles do not want or need this legislation. They are for truth in advertising and they are against all forms of commercial fraud.

"If cosmetics are included in this legislation, they ask in the interests of the consumer as well as in the interests of legitimate industry, that at least the following changes be made in the Bill:—

"1. That the word 'ordinary' be inserted before the word 'user.'

"2. That the wide powers given the administrators of the Bill be limited, or that Paragraph (b) of Section 5 be cancelled from the Bill.

"3. That Paragraph (c) of Section 8 of the Bill be cancelled or amended so as to specifically exclude cosmetics.

"4. That inspection and regulation of cosmetic factories be limited to purposes of public health and explicitly set forth, and should not be generally allowed.

"5. Packages or individual units of two ounces or under should be exempt from the provisions of the Act.

"6. That in Section 13, Paragraph (b) in line 9, after the word 'establishment,' the words be inserted 'as designated in Section 13, Paragraph (a) of the Act.'



"7. That in Section 21, line 24, after the word 'thereof' the sentence be inserted 'No seizure or complaint shall however, be publicly reported until final judgment has been rendered in the case;' and in the same paragraph after the word 'fraud,' the period be changed to a comma and the words 'after final judgment rendered,' be added."

### The Trade Mark Bills

In addition to the Food and Drugs Bill, there has been introduced by Representative Sirovich, New York, two bills (H. R. 6111 and 6118) which materially alter the trade mark laws. These bills provide that on all drugs (defined to include cosmetics specifically) there be affixed labels bearing a trade mark registered in the United States Patent Office together with a statement of ingredients including properties and proportions of such ingredients. Neither the proponents nor opponents of the measure have stressed these bills although they are an integral part of Mr. Tugwell's program. Obviously such a statement could not be placed upon the label of even a fairly large package of cosmetics, and it is felt that there is grave doubt of any public benefit if it were to be made on cosmetic labels.

Compulsory trade marking of products is also open to serious objection in many quarters, and it is felt that patent laws should be limited to their primary purpose rather than stretched into the class of penal statutes for the purpose of making the task of enforcement of other statutes somewhat easier for the administrators. The brief of the A. M. T. A. states aptly that the laws would be of benefit to no one excepting possibly patent attorneys whose services might be much in demand.

Elsewhere in this issue appears an Editorial setting forth what this journal believes to be the main points at issue on this bill. We suggest that readers peruse it in conjunction with the above analysis.—EDITOR.

### Maine Would Register Cosmetics

THERE has been introduced in the December Special Session of the House of Representatives of the State of Maine, a bill which would repeal the law governing and restricting beauty parlors. The new law is much more stringent than the old one, and it provides as follows:

"Sec. 1. Registration of cosmetics. No person, firm, corporation or co-partnership shall sell, offer for sale, give away, deal in, within this state, supply or apply in the conduct of a beauty shop, barber shop, hairdressing establishment or similar establishment, any cosmetic preparation unless the said preparation has been registered with the bureau of health.

"Every manufacturer, proprietor or producer of any cosmetic preparation before offering any such cosmetic preparation for sale in the state shall register the same with, and procure a certificate of registration from, the bureau of health in accordance with the regulations of the bureau of health.

"On and after July 1, 1934, no cosmetic preparation shall be held, offered for sale or given away, in the state, unless such preparation shall have been registered with the bureau of health in accordance with the regulations of the said bureau, nor shall any such preparations be held, offered for sale, sold, or given away, in said state, contrary to the regulations of the bureau of health."

### Los Angeles Holds Packaging Show

THE history of packaging is a history of convenience—convenience of handling, of shipping and transportation; convenience on the shelf, in the home, in use," said Leonard Arthur Wheeler, Los Angeles package engineer in the keynote speech at the First Annual Exhibit of Industrial Design and Packaging held in Los Angeles from November 6 to 11. Mr. Wheeler's address concluded the conference sessions of the exhibition and aided materially the efforts of the Junior Chamber of Commerce, sponsor of the show, in bringing home the packaging idea to Pacific Coast manufacturers.

"The development of modern packaging with its widespread ramifications has been something more than a device on the part of the producer to doll up his product. Actually it has been a sincere effort to give the public what it wants," Mr. Wheeler said.

"Packaging has given the producer a definite control over his product, lifting it from the perils of bulk selling. Packaging has given the producer something to advertise; something that the public may recognize as standard, with a responsibility behind the product greater than the local merchant can ever possess."

Forty exhibitors representing local and national manufacturers had displays of all types of containers, including glass and clay products, wrappers and structural materials used in packaging. Probably the most interesting and instructive exhibits were those of the package designers themselves. The firm of Spielman & Connors displayed several of its successful packages and explained its scheme of package visualization before production. It is the idea of these two clever artists that a package must be made and finished completely before producing it, in order to determine fully the practicability of the container. How well they carry out this idea was shown in their display. It was almost impossible to distinguish between the hand-made sample and the final printed product.

Leonard Wheeler's exhibit featured a varied assortment of packages he has designed, running the gamut from fertilizers, through soaps and cosmetics, to caskets. Yes, "caskets" is the word . . . coffins if you prefer, Mr. Wheeler holding that the casket is the final word in packaging.

Following is a list of the exhibitors: Albers Packing Co., THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, Angelus Paper & Excelsior Products Co., Argonne Transfer & Storage Co., Brownstein-Louis Co., *Commercial News*, Geo. W. Coblenz (artist), Cranebrook (artists), Fibreboard Products Co., Famo Products Co., Gates Paper Co., General Foods Sales Co., Golden State Co., Hersee Co., Libby, McNeill & Libby, Los Angeles Soap Co., Lupita Products, Madarin Food Products, Milprint Products Corp., National Wooden Box Association, Old Mill Paper Products Corp., *Packaging Review*, Owens-Illinois Pacific Co., Pioneer Wrapper & Printing Co., Reynolds Metals Co., Sealright Pacific Co., Ltd., Signode Steel Strapping Co., Society of American Commercial Artists, Standard Oil Co., Standard Paper Box Corp., Texas Co., Triangle Box Sales Co., Union Oil Co. of California, Warren MacArthur Fur, Ltd., Western Label Co., Weber Baking Co., Western Lithograph Co., Western Stopper Co., Leonard Arthur Wheeler, Hollywood Paper Box Co., Spielman & Connors, and Zellerbach Paper Co.

# Chemical Exposition a Success

**A**FTER a lapse of nearly three years, the Exposition of Chemical Industries was renewed with all its former success at Grand Central Palace, New York City, during the week of December 4. Cancelled last year because of depression difficulties, and to be continued in the future as a biennial institution, the fourteenth Exposition attained a peak which led many observers to express the opinion that it was one of the most outstanding in several years.

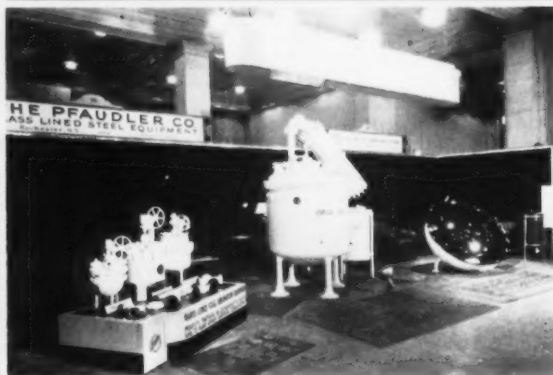
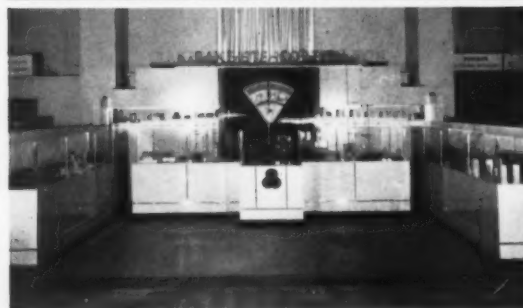
More than 50,000 persons passed among the exhibits during the six days, and the tenor of exhibitors was that this was not generally a curiosity-seeking crowd, but one intent on business, looking for things new and of advantage to their business. Orders were reported as satisfactory; inquiries were good; and the majority

of exhibitors closed their booths on Saturday, December 9, with the feeling that a week of hard work had been spent profitably.

Of the some 230 exhibits of the contributions of chemistry and chemical engineering on display, a good many were devoted to machinery used in the industry. Then there were displays of various processes, of chemicals and raw materials, and of finished goods. Plastics, as usual, came in for a good deal of attention by the visitors. Another feature was the "Children of the Depression" exhibit of the American Chemical Society, in which 112 products evolved since 1930 were shown as examples of the advancement of science during depression years. A number of exhibits of particular interest to our readers is included in the following resumé:

**Alsop Engineering Corp., New York.**—A very comprehensive display of glass-lined mixing equipment, and special filtering and filling machinery for numerous purposes. The feature of the booth was a new vacuum bottle-filling machine which has just been perfected. Samuel Alsop, president, and Charles E. Crowley, vice-president, were in charge of the display, and assisting them were W. W. Freystedt, William Engesser (Philadelphia), J. B. Kent (Pittsburgh), Charles T. Knorr (New Jersey), Robert P. Waller (Boston), and C. A. Williams (Cincinnati).

**Bakelite Corp., New York.**—This company had one of the most attractive displays at the Exposition. It consisted of samples of "Bakelite" products attractively displayed on counters as well as a revolving display device at the back of the booth. In the center



was a small molding machine in actual operation, which turned out souvenirs in the shape of flowers for the buttonhole. E. W. Vaill, sales engineer, directed the display. With him were Gordon Brown, assistant manager of sales; C. W. Blount, assistant manager of sales; Allan Brown, advertising manager; C. Rector, sales engineer; D. M. Buchanan, sales engineer; C. A. Norris, sales engineer; P. H. Scott, sales engineer; C. R. Given, N. A. Skow, V. H. Turkington, J. H. Schmidt, W. R. Catlow, A. Zimmermann, R. J. Moore, C. H. Hall and H. Carlson.

**Commercial Solvents Corp., New York.**—This attractive display featured the numerous solvents and other specialties manufactured by the company. These were arranged in bottles on a rotating display device in back of the booth, affording an interesting moving exhibit. The booth was in charge of F. A. Vaupotic, assisted by A. M. Cook, J. J. Butler, B. J. Gogarty, J. McGuinness, J. Wafer, R. W. Stoney, Charles Lichtenberg and Kenneth Irely.

**General Plastics, Inc., North Tonawanda, N. Y.**—In a well planned booth of handsome design, General Plastics, Inc., exhibited many products which illustrated the diversified use of "Durez." Included were several cosmetic packages in which "Durez" was used either for closures or for entire containers. Another feature showed the process of "bonding" lumber with "Durez" resin. Representatives of the company in charge of the booth were H. S. Spencer, C. F. Landsheft, F. E. Brill, R. E. Dodd, A. W. Hanmer, Jr., and L. J. Pentland.

**Karl Kiefer Machine Co., Cincinnati.**—The company had its usual attractive display on the ground floor of the Exposition, occupying two large booths and showing several filling machines in actual operation. R. H. Dhonau had charge of the display, assisted by Joseph Eckhoff, engineer from the company's main office; A. J. Sterling and S. Cross, of the New York office, and Matt C. Finn of the Boston office.

**Owens-Illinois Glass Co. (Industrial Material Division), Toledo, O.**—This new division of the company exhibited a number of interesting new materials—all products of glass—which are said to be gaining popularity in the chemical and allied industries. Among the items shown were acid-resistant glass cotton, fine, coarse and medium wool, "Onized" heat insulation, acid-resistant glass paper, hard rubber glass wool filters, "Dustop" filters, and "Onized" acoustic material. Also shown were the colorful glass blocks which attracted such wide attention at the "Century of Progress" in Chicago last Summer. D. C. Simpson, supervisor of research for the Industrial Material Division, was in charge of the booth.

**Pfaudler Co., Rochester, N. Y.**—Glass-lined equipment comprised the display of the Pfaudler Co. The main feature of the display was a 300-gallon glass-lined high pressure still, together with a recently developed glass-lined condenser and receiving tank. The company also showed a new low-priced line of storage mixing tanks, ranging in capacity from five to 100 gallons. Also displayed was a small mixing machine for creams and other cosmetics, with a chromium plated agitator. G. F. Kroha, sales manager, was in charge of the booth. Assisting him were P. S. Barnes, manager of chemical sales, H. R. Hansen, advertising manager,

J. J. Hickey, W. E. Gray, Jr., S. A. Smith, P. A. Laird, W. D. Pheteplice, Jr., and M. J. Goodwin.

**F. J. Stokes Machine Co., Philadelphia.**—This company's booth was devoted to machinery for the drug and cosmetic industries. A new feature was a powder filler with a new take-out device. The clipless closure machine for collapsible tubes was also in operation, as well as a new tablet-making machine. Completing the display was an automatic water still, a vacuum pump and shelf dryer. L. H. Bailey had charge of the display, assisted by C. F. Coleman, J. C. Coleman, J. A. Silver, C. J. Westin, S. B. Shoemaker and Charles Boss. F. J. Stokes, president, also visited at the Exposition.

Among other displays of special interest to our readers was that of T. Shriver Co., Harrison, N. J., which showed its line of filter presses, including the new "Haveg" filter press. Premier Mill Corp., Geneva, N. Y., displayed its line of colloid mills, featuring a new three-inch laboratory mill with both direct and belt drive. Binney & Smith, New York, displayed a line of filter cells, and other absorbent devices made from "Diatomite", for which the company is sales representative. Dry and earth colors were also featured in this booth, and souvenirs in the form of China marking pencils were distributed to visitors. Catalazuli Mfg. Co., College Point, N. Y., displayed a line of plastic objects, including rouge and eye shadow boxes.

The Volumeter Co., Buffalo, N. Y., featured its "Jiffy" drum cleaner, which, according to the demonstrators, permits the removal of the drum from the apparatus while it is in operation. The "Vol-U-Meter Junior" filling machine also was shown. In the booth of the Mixing Equipment Co., Inc., New York, several sizes of the company's "Lightning" portable mixers, intended for mixing all types of fluids, were exhibited. The B. F. Gump Co., Chicago, had an interesting display of its packing, blending and weighing equipment. The "Vibro Pack", which packs any dry material by an oscillating and vibrating motion, was a feature.

An interesting aid to hand wrappers was brought to the Exposition by the Wrapade Machine Co., Newark, N. J. The machine handles all sorts of wrapping material from a roll, cuts it to required lengths, applies the glue seam automatically, and then delivers the prepared sheet to the hand wrapper when she touches a small lever. A new automatic labeler for bottles was the highlight of the display of the Edward Ermold Co., New York. This unit is fitted for automatic feed and discharge, and attracted much attention at the show. Another interesting display was that of the Celluloid Corp., Newark, N. J., which exhibited a variety of products molded and fabricated from "Celluloid" and "Lumarith." "Protectoid" a cellulose acetate, transparent wrapping material, also was shown.

The "Mikro" pulverizer featured the booth of the Pulverizing Machinery Co., New York. The apparatus, which is adaptable for the blending of face powders, attracted the interest of many cosmetic manufacturers. The Turbo Mixer Corp., New York, showed a variety of its mixing equipment in an interesting exhibit. Various types of automatic water stills were shown by the Barnstead Still & Sterilizer Co., Inc., Forest Hills, Boston, Mass. Included were gas-heated stills, steam-heated stills and electrically-heated stills.

One of the largest exhibits was that maintained by

Proctor & Schwartz, Inc., Philadelphia, in which several large drying machines were featured. The units on display included a tray drier, an air-lay drier, a truck drier, a conveyor drier, and two continuous driers, one of the reversing pan type, and the other of the non-tilting pan type. One of the most frequently visited exhibits was that of the Dow Chemical Co., Midland, Mich., in which the gondola used by Commander Settle and Major Fordney in their famous balloon flight into the stratosphere was on view. The gondola was constructed of "Downmetal," a product of the company. Various chemicals supplied by the company also were on display.

One of the prominent items in the extensive display of chemicals and other products by the Eastman Kodak Co., Rochester, N. Y., was "Tenite," a cellulose acetate molding material which is handled by the Tennessee Eastman Corp., Kingsport, Tenn., division of the company. This item has found some use in the packaging of toilet preparations.

The U. S. Bottlers Machinery Co., Chicago, displayed a varied line of filling machines for bottles, jars, etc., in a booth which drew much favorable comment. In the exhibit of the Ertel Engineering Corp., New York, there were also portable bottle fillers, in addition to glass lined tanks, mixers, pumps, asbestos disk filters and asbestos filter sheets. The Tolhurst Machine Works, Inc., Troy, N. Y., had an exceptionally large display of its centrifugal extractors for chemicals and allied products. The company advertised the "center-slung" advantage of the equipment which rendered the units adaptable to unbalanced loads.

The "Triangle Economy Packager," a machine which is said to fill, seal and pack while being attended by but one operator, was featured by the Triangle Packaging Machinery Co., Chicago. The "Triangle Utility Filler" also was shown in this booth. Demonstrations of the "Jigger" in the booth of the Productive Equipment Corp., Chicago, drew many watchers. This apparatus is a screening machine which is adaptable for use in the cosmetic industry. Still another interesting exhibit was that of the Lewis-Shepard Co., Boston. In this booth were carboy pourers, drain stands, racks for barrels and drums, and other products.

The illustrations of booths presented with this report are of those manufacturers in our field who had their exhibits photographed. We regret that more did not do so, in order that we might have brought pictures of their interesting displays before our readers.

### Chemical Salesmen Nominate

The Salesmen's Association of the American Chemical Industry nominating committee has presented its slate of officers and directors for the coming year, to be elected at the annual meeting in January. L. E. Swenson is the nominee for president. With him on the slate are John M. Alvarez, 1st vice-president; Edward S. Burke, second vice-president; Charles Lichtenberg, third vice-president; and Frank E. Byrne, secretary and treasurer. On the executive committee, B. J. Gogarty, T. R. Farrell, J. G. Leppart and Charles E. Kelly will be voted on to serve with Alex Leith, Jr., W. D. Barry and Gustave Bayer who will continue.

### Michigan Association's Christmas Party

THE first annual Christmas Party of the Michigan Cosmetic & Extract Association was held together with Ladies' Night as an informal party at the Marine Grill in Detroit, December 14. R. P. Cole, chief chemist of the Eaton-Clarke Co., and chairman of the entertainment committee, arranged a very pleasant evening for members and their guests.

The party began with an excellent dinner accompanied by dancing to the music of Don Zell's orchestra. At the conclusion of dinner, four acts of a splendid floor show gave a brief intermission to further dancing. A short while later, winners were awarded floor prizes donated by the following companies: Prince Matchabelli Perfumery Corp., Elizabeth Arden, Inc., Coty, Inc., Richard Hudnut, Eaton-Clarke Co., De Vilbiss Co.,

Nelson, Baker & Co., T. D. Shea Co., Hazel-Atlas Glass Co., Tivoli Brewing Co., Frank W. Kerr, Fred Sanders and Felton Chemical Co., Inc.

At 11 P.M. a special dancing program was broadcast by radio station WJBK in honor of the association. At 12:30 A.M. a second and different floor show of four acts was presented to round off the evening.

Assisting "Doc" Cole was Paul Porier, president of Fairystone Laboratories, and chairman of the membership committee.

Notice of the party was short, but in spite of the handicap, both the entertainment and membership committees, and especially "Doc" Cole and Paul Porier, deserve medals for "service under fire." When salesmen called at their offices, the first thing they did was to chisel a donation out of them, then they'd talk business. All local and national manufacturers were begged, bled, sandbagged, robbed and otherwise asked to donate. Believe you us, the local boys came through with flying colors. Special mention is deserved by "Ray" Vicary, vice-president of Mark W. Allen Co., who had special packages of "Prep" and "Two Drop" made for the occasion. Other donors worthy of special mention are: J. Wolfe, chief chemist, Frederick Stearns & Co.; G. Beeman, president, Beauty Counselors, Inc.; W. Elliott, Anchor Cap & Closure Corp.; "Tom" Jones, Armstrong Cork & Insulation Co.; "Pat" O'Rourke, Owens-Illinois Glass Co.; Ralph Stevenson, Givaudan-Delawanna, Inc.; W. I. MacDonald, Harry Holand & Son; D. E. Picciano, vice-president, Compagnie Parento, Inc.; F. C. Theile, president, P. R. Dreyer, Inc. Additional merchandise was donated by the following companies: Armand Co., Johnson & Johnson, Kolynos Co., Fairystone Laboratories, The Western Co., Lever Brothers, J. B. Williams Co., Mennen Co., F. W. Fitch Co., Bauer & Black, Wm. Wrigley, Jr. Co., C. E. Jamieson & Co., Lewis Med. Co., Chas H. Phillips Chemical Co., William James Laboratories, Jane Edwards, Nelson, Baker & Co., Whitaker Paper Co., G. H. Sherman M.D. Co., Hinde & Dauch Paper Co.



R. P. COLE



# TRADE NOTES



## Frederic's Officials Air Tour

Paul Rilling, beauty expert, and Garzo A. Wooton, both of E. Frederic's, Inc., New York, toured Florida by air after the beauty show held in the Hotel Mayflower at Jacksonville, November 11-15. Returning from Miami November 20, they came northward to Silver Springs, famous for rare beauties and clear waters, which are viewed through glass-bottomed boats. This is one of the great show places of Florida.

Upon their return to Jacksonville, Mr. Wooton remarked that the trip from Miami to Jacksonville brought to 100,000 miles the distance he had piloted Mr. Rilling's plane since January 1, during which time they had visited 42 states and stopped in 135 cities. They left Jacksonville, November 21, for Charleston and by degrees expected to continue their journey through the air to New York.

Mr. Wooton, a native of Texas, was delighted to again visit the South, and said his Florida visit was most enjoyable.

## Cincinnati Soap Increases Space

The Cincinnati Soap Co. has moved its executive offices from Winton place, Cincinnati, to new downtown quarters in the Bell Telephone building at 7th and Elm streets. At the new address the company will have much additional space, the new quarters being practically double the size it formerly occupied. In addition, the soundproof ceilings and walls and air-conditioning system, as well as other modern conveniences, will contribute to improved efficiency. Private telephone wires connect the new executive offices with the manufacturing plants in Dayton.

The steady growth of the company's business is the reason for its removal to larger quarters, the continual growth of the office force making the former facilities wholly inadequate for expanding business.

## Yardley Director Sails

Lyddon Gardner, a director of Yardley & Co., Ltd., London, and son of Thornton Gardner, president of the company, sailed for home recently after a week's visit to the company's American branch in New York. He expressed himself as greatly pleased with the company's new showrooms and retail store in the British Empire building, Rockefeller Center.

## Cassin Heads Dow Drug

John W. Cassin, secretary and treasurer of the Dow Drug Co., Cincinnati, since 1915, has been elected president and general manager of that company. He succeeds Charles S. Davis who has resigned.

## Marly Leases New Quarters

Les Parfums Marly, Inc., has leased space for general offices and showrooms in La Maison Française, Rockefeller Center, New York. The new quarters will not be occupied until late in January. The company will continue to maintain its present premises at 525 Broadway, New York.

## Wertheimer Here on Visit

Pierre Wertheimer, president of Bourjois, Inc., New York, arrived on the *Conte di Savoia* November 23 for one of his periodic visits to this country. He is spending



PIERRE WERTHEIMER

several weeks here, making his headquarters at the Bourjois offices, where he is conferring with his representatives on plans for the coming year. He attended the annual sales convention of the company which was held December 18 and 19 when the firm's salesmen from all parts of the country came to New York to discuss the sales program for 1934.

Mr. Wertheimer, who is internationally known as a sportsman and as owner of the racing thoroughbred, Epinard, is optimistic regarding business conditions. He expressed particular pleasure at the progress of Bourjois, Inc., during the past year, and looks forward to even greater success for the company in 1934.

## Duborel Moves to Detroit

The Duborel Laboratories, manufacturer of tooth powder and other similar products, has moved its headquarters from Jersey City to Detroit, Mich., where it is located at 14441 Charlevoix avenue. The move was prompted principally by the company's rapidly growing business in Canada and its desire to establish manufacturing facilities on the Canadian side, and thus avoid higher tariff duties. A Canadian branch has been established in the Murray building, Windsor, Ont., directly across the river from Detroit. It is within a few minutes' ride of the Detroit headquarters, and the latter, the company feels, are more centrally located for expanding distribution than the former quarters in Jersey City.

## Pfeiffer Back from South America

G. A. Pfeiffer, president of Richard Hudnut, New York, returned on the *Santa Barbara* December 13 after a nine weeks' trip to South America. Mr. Pfeiffer visited Argentina, Brazil, Chile, Peru, Ecuador, Columbia, and then through the Panama Canal to Havana and home. He inspected the company's factories in Rio de Janeiro and Buenos Aires, and found that South American business in general was on the upgrade, with the toilet preparations industry apparently holding its own in the forward movement.

He reports that the cosmetic industry throughout South America is active. Most of the plants were started during the war when importation of goods to South America was exceedingly difficult. They are now aided by the high tariffs which are in effect on toilet preparations in practically every South American country. Products from the United States are in extremely good repute throughout the trade, and quite a number of such items are the leaders.

Mr. Pfeiffer also visited three colleges established by citizens of the United States in South America, located in Rio de Janeiro, Buenos Aires, and Santiago, Chile. These schools are largely supported by United States citizens resident in South America, and are attended by the children of American and foreign citizens as well as by citizens of the countries in which they are located. He believes that these schools are a constant and powerful influence for the creation



G. A. PFEIFFER

of Pan-American good will.

Asked about the best plan for extending sales of toilet preparations from the United States in South America, he said that manufacturers intending to sell their products there should by all means establish factories in the countries in which they expect to do business.

Indulging his hobby, the collection of interesting chess sets, Mr. Pfeiffer brought back three South American sets, one of which represents Columbus being taken back in chains to prison in Spain.

## R. B. Colgate Marries Miss Camroux

Robert B. Colgate, vice-president in charge of research of the Colgate-Palmolive-Peet Co., was married November 23 to Miss Pamela Camroux, daughter of G. F. Michell Camroux and the late Mrs. Camroux and a niece of Sir John Hubert Oakley, G.B.E., of Hereford House, London. The ceremony was performed by the Rev. Dr. Henry Washburn at the home of the bridegroom's brother and sister-in-law, Mr. and Mrs. Gilbert Colgate, in New York. After an extended wedding trip, Mr. Colgate and his bride will reside at 825 Madison avenue, New York.

## Poland Addresses Florida Florists

An address by Carter D. Poland, president of the Poland Soap Works, Anniston, Ala., election of officers for the ensuing year and a fish fry closed the thirteenth annual convention of the Florida State Florists Association, November 16, in Jacksonville, Florida. Mr.



CARTER D. POLAND

Poland, besides being president of the Poland Soap Works, is a writer and lecturer on economic subjects. The subject of his address was the N.R.A.

The officers for the ensuing year elected the closing day were: Harry M. Smith, Winter Garden, president; A. J. Mingonet, Eustis, vice-president for the florists; W. H. Schultz, Auburndale, vice-president for plums growers; Harold E. Turner, Glen St. Marys, vice-president

for nurserymen; and M. J. Soule, St. Petersburg, vice-president for bulb growers. Leo J. Fitzpatrick, of Jacksonville, was elected secretary-treasurer.

## Proskey, Lehn & Fink Sales Manager

H. van H. Proskey, who is widely known in the field of advertising and merchandising has been appointed sales manager of Lehn & Fink Products Co., New York. The appointment of Mr. Proskey marks the advent of another advertising agency trained man into the manufacturing field, a trend which has been noticeable in the last few years.



H. VAN H. PROSKEY

Mr. Proskey, who will have charge of sales of "Pebecco" tooth paste, "Hinds Honey & Almond Cream," "Lysol" disinfectant and a number of other products, was formerly associated with the United States Advertising Corp. as vice-president in charge of the New York office. His first connection in the advertising field was with Frank Seaman, Inc., since dissolved. He was with this firm for 16 years, the last few of which he was secretary.

Mr. Proskey sees a big year ahead for Lehn & Fink products.

"Our sales," he says, "held up well despite the impoverished condition of the public's pocketbook during the past year and will be given added impetus next year with the introduction of several new products and a gigantic advertising program. We have several merchandising ideas in mind which will be worked out in conjunction with the advertising department, and we look forward to a good year in 1934."

## Weeks Praises California Trade Law

The California Fair Trade Act was lauded by Carl Weeks, president of the Armand Co., Des Moines, as the means by which every retailer, wholesaler and manufacturer was put upon an equality with all other dealers in that line by fair and open competition. Mr. Weeks flew to San Francisco to address the Northern California Pharmaceutical Association in its annual meeting, held November 28, and spoke on the subject "The Duty of Manufacturer, Wholesaler and Retailer Under the California Fair Trade Law."

"The first duty of the manufacturer," he told his audience, "is to take advantage of the Fair Trade Law, first in justice to his distributors who have been compelled to do his work at their expense for entirely too long. He has a duty to his consumers to inform them of the value that he places upon his monopolistic merchandise."

"The Government of the United States through its trade mark laws has given him a monopoly on the things that bear his mark."

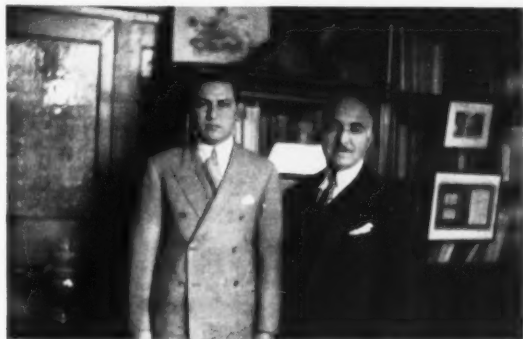


CARL WEEKS

## Factor a New York Visitor

Frank Factor, vice-president in charge of manufacturing of Max Factor & Co., Los Angeles, and Dr. A. T. Frascati, perfume research chemist, spent ten days in New York early in December. Mr. Factor is a frequent visitor here, making semi-annual trips for the purpose of keeping abreast of the latest developments in raw materials, packages and supplies for the cosmetic industry.

He reports that business in the Pacific coast terri-



FRANK FACTOR AND DR. A. T. FRASCATI

tory is reasonably good, that some of the cosmetic houses there are making steady and sound progress. His own company has had a very satisfactory year, and he anticipates that 1934 will be even better. On account of the holiday season, his trip was a little shorter than usual, and he was forced to defer visits to many friends in the trade until next Spring.

## Bost Alters Radio Program

Bost, Inc., Chicago and New York, manufacturer of tooth paste, has rearranged the radio program which it was conducting jointly with Barbasol Co. The new program utilizes the services of Edwin C. Hill, prominent news commentator, on one program each week. In addition, the company is giving as prizes one Pontiac automobile each week.

## Senator Charabot on Visit

Senator Eugene Charabot, head of Charabot & Co., producers of natural floral products, Grasse, France, sailed December 16 for Paris on the *Ile de France* following a four weeks' visit to this country. While here, Senator Charabot made his headquarters at the New York offices of his American agents, Ungerer & Co., and during his stay called on the New York trade in company with F. H. Ungerer, president of Ungerer & Co.

A contemplated visit to the trade in other parts of the country to renew the many acquaintances the Senator had made on previous visits was postponed due to the necessity of his returning to France before the



K. G. VOORHEES, CHARLES FISCHBECK, SENATOR CHARABOT, F. H. UNGERER

end of the year. However, Senator Charabot will return to this country next Spring, at which time he will visit all his friends in the perfume, soap, and cosmetic trade.

The accompanying photograph of the Senator with officials of Ungerer & Co. was taken at the Ungerer offices in New York. With him in the picture are F. H. Ungerer, president; Kenneth G. Voorhees, vice-president; and Charles Fischbeck, vice-president and treasurer.

## Soap Manufacturer Presents Gift

Arthur E. Whitelaw, prominent British soap manufacturer, has purchased the famous "Empire Series" of water-color paintings by Herbert J. Finn, the famous English artist, for presentation to the State of Victoria when that state celebrates its centenary in 1934. These pictures—a series of twelve—are widely known and have for some considerable time been on exhibition in the London Museum. They depict outstanding scenes in British history during the past quarter of a century, constituting an artistic "Cavalcade."

### Death of Mrs. Martin H. Ittner

Mrs. Emilie A. Ittner, wife of Dr. Martin H. Ittner, chief chemist for Colgate-Palmolive-Peet Co. at the Jersey City plant, and chairman of the Industrial Alcohol Committee of the American Chemical Society, died December 11 at the home of her sister in Paterson, N. J. Funeral services were held December 13 at the First Presbyterian Church, Jersey City. Her husband, a daughter, Mrs. Eldon Bisbee Sullivan, and a son, Irving Hill Ittner, survive.

### Death of Gabriel Guerlain

Gabriel Guerlain, son of Pierre F. P. Guerlain, founder of the perfume house which bears his name, in Paris, France, and head of that business for the greater part of his life, died of a heart ailment early in October at his home in Paris, at the age of ninety-two.

Frequently hailed as the "father of the French perfume industry," Mr. Guerlain was largely responsible for the growth and success of Parfumerie Guerlain. Receiving a broad education in France, England and Italy, he joined the house soon after, and



THE LATE GABRIEL GUERLAIN

continued to take an active interest in its management until near the end. Despite his advanced years, he was found each day in the laboratories at Beconles-Bruyeres, just outside of Paris, or in the Guerlain establishment on the Champs Elysees, its only retail outlet in Paris. He brought about many new practices in the business which led to its rapid growth, including the Guerlain policy of fixed prices for its perfumes and other preparations.

Affectionately known to his employees as "Le Patron" or "the boss", he was loved and respected by all who knew him. He leaves two sons, Pierre and Jacques, who are the active heads of the business, the former being in charge of the commercial division, and the latter in control of technical operations. A daughter, Mme. Davrile, also survives.

### Death of Raymond L. Burnett

Raymond L. Burnett, assistant director of sales of organic chemicals in the dyestuffs division of E. I. du Pont de Nemours & Co., Wilmington, Del., died November 20 in Johns Hopkins Hospital, Baltimore, at the age of forty-five. He had been confined to the hospital after an operation. Mr. Burnett had been the Providence, R. I., representative of the company prior to being transferred to Wilmington in 1928. He was active in civic, social and religious circles in Newark, Del., where he made his home. Surviving are his widow, three children, his father and two brothers.

### Death of Joseph L. Mayer

Dr. Joseph L. Mayer, chief chemist for Louis K. Liggett Co. for more than twenty years, died suddenly of a heart attack December 1 at the home of his nephew, Leo Kaiser, in New York. He had complained of feeling ill a few days previous, but his death was unexpected. He was fifty-eight years old.

Born in New York City, Dr. Mayer was graduated from the New York College of Pharmacy, and later took graduate work at the Brooklyn College of Pharmacy where he obtained the degree of Doctor of Pharmacy. He was connected with the latter college in a teaching capacity for about thirty-five years, at the time of his death being head of the chemistry department.

Dr. Mayer began his work in pharmacy as a drug clerk, later becoming connected with the Hegeman Co., and subsequently with the Riker-Hegeman Co. as chief chemist. He joined the Liggett company when it absorbed Riker-Hegeman. He was a member of the American Pharmaceutical Association, the American Chemical Society, the New York State Pharmaceutical Association, the New Jersey Pharmaceutical Association and other groups. A bachelor, he leaves two sisters, Mrs. Dora Kaiser, of New York, and Mrs. Hannah Beckman, of New Orleans, and a brother, Fred Mayer, of Washington.

### Death of Ismar Ginsberg

Ismar Ginsberg, chemical engineer, and a contributor to many technical magazines including this journal, died suddenly at his home in New York November 24 at the age of 43. Mr. Ginsberg was a native of New York City and was graduated from Columbia University in 1911 and from the Columbia School of Mines in 1915. He was connected for a time with the Atlas Powder Co., and then entered consulting work. He leaves a widow, his father, a brother and two sisters.

### Death of H. B. Eigelberger

Harry Britten Eigelberger, 60 years old, widely known food chemist died November 22 at his home, 421 Melrose street, in Chicago. Mr. Eigelberger was president of the Eigelberger Food Products Co. and a member of the Oak Park and Olympic Fields Country Clubs, and the Chicago Athletic Association. He leaves his widow, a son and a daughter. The business will be conducted under the direction of his son, Harry C. Eigelberger, and E. Olds until new officers are elected at the next directors' meeting.

### Death of Mrs. Paul Delaize

Friends of Paul C. Delaize, general manager of D'Orsay Perfumeries Corp., New York, will be grieved to learn of the death of his wife, Mrs. Rouby Delaize, on November 4. Mrs. Delaize passed away at the home of her father in Hagerstown, Md., after a lingering illness. She leaves no children.

### Mrs. Harold H. Fries Dies

It is with regret that we record the death of Mrs. Catherine Cahill Fries, wife of Harold H. Fries, of Fries Brothers, chemical manufacturers, New York. She passed away at her home in that city on November 19.



## Plough, Inc., Celebrates Silver Anniversary

In celebration of the 25th anniversary of its organization, Plough, Inc., Memphis, Tenn., has just announced that 1933, its 25th anniversary, when completed, will have been the greatest year in the company's history. During the year more than 14,000,000 packages of cosmetics and toilet preparations have been marketed by the company, and other products, including proprietary medicines, will bring the total number of packages shipped for the year to more than 48,000,000. These products are distributed throughout the United States and in twenty-two foreign countries.

Partly accounting for this excellent showing is the fact that the advertising appropriation of the company was increased 25% in 1933 over 1932, and an expanded radio and newspaper campaign accounted for the bulk of the advertising expenditure of \$600,000 during the year. The effect of this campaign upon the business of the company is shown by an average increase of 36% in sales from July through October over the same months in 1932, with October showing the largest increase of 55%.

Plough, Inc., adopted the N.R.A. plan last July with an increase in the weekly payroll to \$10,000 per week, but the tremendous increase in business over the preceding year has more than made up for this increased expense. The company is an enthusiastic supporter of the N.R.A. plan for the country's industrial recovery.

In 1908 the company was established by Abe Plough with \$125 borrowed capital. At that time it occupied very small manufacturing space, and its output was limited to a single product. Through Mr. Plough's able and energetic direction, it has grown steadily during the years, and now manufactures a host of products including proprietary remedies and toilet preparations in wide variety. Several separate buildings are occupied in Memphis, and a branch plant in New York for Eastern business, and one in Mexico City, Mexico, are operated in addition to the plant in Memphis.

In celebration of its anniversary, the company has issued a very handsome booklet entitled "A Romance of Modern Business." This booklet contains the story

of the company's progress during these years. It is illustrated in such a way that the phenomenal growth of its activities is clearly demonstrated, and is, in effect, a revelation of how the company has been able to keep 703 people at steady work during 1933, a year of depression, with constantly increasing sales of its products. Two pages of this booklet showing the company's former and present plants are reproduced herewith.

Associated with Mr. Plough when the company was organized in 1908 was J. C. Ozier, who is secretary and treasurer today. Nineteen other executives are now in charge of the many ramifications of the business, the average age of these executives being 41 years and the average length of service with the company 8½ years. They are E. B. DeVall, sales manager; H. M. McCain, assistant sales manager; W. L. Fay, sales manager, Red Line products; R. M. Craig, sales promotion manager; R. R. Diaz, manager, foreign department; C. S. Drane, advertising manager; J. M. Buck, Jr., manager public relations; C. A. Harrelson, comptroller; R. C. Carey, purchasing agent; G. A. Krebs, manager printing and box division; V. D. O'Kelly, chief chemist; F. B. Tripp, production manager; C. C. Jones, manager, credit department; P. J. Oehm, manager, collection department; A. S. Newton, credit manager, Red Line products; F. Y. Van Hooser, traffic manager; W. A. Johnson, cashier; W. A. O'Connell, production manager, Mexico City; and Abraham Bortnick, manager, New York branch.



ABE PLOUGH

Mr. Plough himself continues as active head of the business and dictates its progressive policy in production, sales and advertising. To him is due a large part of the credit for the tremendous growth of the company and the progress which it continues to make from year to year. It is a pleasure indeed to congratulate him and

his organization upon the completion of twenty-five years of business activity.

The lines manufactured by Plough, Inc., include the well known "Black and White" line of toilet preparations, the "St. Joseph's Family Medicine" line, and in addition household supplies, such as packaged spices, flavors and others. These lines have been excellent sellers in all parts of the country.



### Thomssen at Canadian Convention

Dr. E. G. Thomssen, chief chemist of J. R. Watkins Co., Winona, Minn., was one of the party from this side of the border who attended the convention of the Canadian Perfumers and Manufacturers of Toilet Articles in Toronto December 4. Dr. Thomssen made a brief trip through the East, returning by way of Chicago, where he attended the annual Christmas party of the Chicago Perfumery, Soap & Extract Association.

### Dunlap Transferred to Seattle

L. L. Dunlap, sales supervisor of the San Diego offices of the Procter & Gamble Co., has recently been transferred to Seattle, Wash., where he has charge of selling operations in the Northwest territory.

### Mineralava Laboratories Moves

Mineralava Laboratories, Inc., manufacturer of shaving cream and toothpaste, has moved its offices and showroom to larger quarters at 35 East 20th street, New York.

### United Drug Leases Atlanta Building

The entire four-story building at 505-09 Whitehall street, S.W., Atlanta, Ga., has been leased by the United Drug Co., of Boston, with an option to purchase the property. The building, which comprises 60,000 square feet of office and warehouse space, will serve the company's wholesale trade in the South. Between 50 and 75 persons will be employed. The company plans to commence operations at the new location late this month.

### New Houbigant Representatives

Houbigant Sales Corp., New York, has advised us of the appointment of C. V. Sickles as sales representative in the New England territory. His headquarters will be in Newton Center, Mass. The company also has announced that Frank Steed and Thomas Wood have joined its sales force in the Southern territory.

### Import Soap Takes Offices

The Import Soap Co. has recently established headquarters at 2718 Elliott avenue, Seattle, Wash.

### Lentheric's Elaborate Window Display

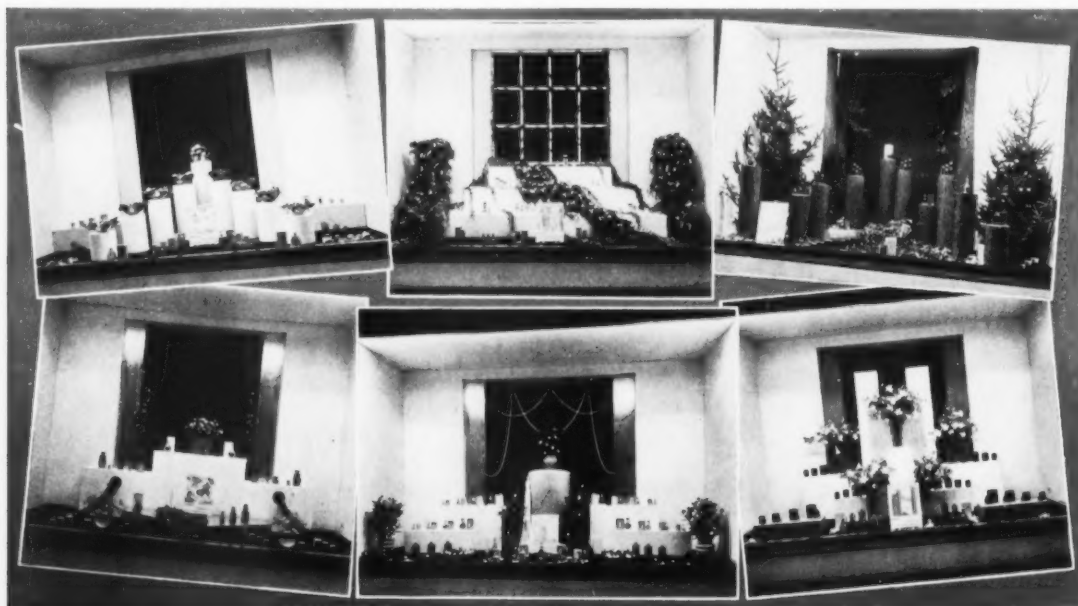
Probably the most elaborate department store display of perfumes ever undertaken was staged in cooperation with Lentheric, Inc., New York, in 15 prominent department stores throughout the country late in November. The showing culminated with a week's display in the store of B. Altman & Co., Fifth avenue, New York. The display occupied the entire store front, consisting of six huge windows on Fifth avenue. Each window was given over to a single perfume with its complementary decanter of Lentheric's "Perfumed Eau de Cologne" against very striking backgrounds.

Co-operating with the company in this particular display were Messrs. Van Gytenebeck and Wallace, toilet

goods buyer and director of displays for Altman.

This was the last of the cities covered in the elaborate campaign, the others being Los Angeles, J. W. Robinson; San Francisco, The White House; Portland, Ore., Meier & Frank; Chicago, Carson, Pirie & Scott; Kansas City, Emery, Bird & Thayer; St. Louis, Scruggs, Vandevort & Barney; Detroit, J. L. Hudson Co.; Baltimore, O'Neill & Co.; Cleveland, Halle Bros.; Boston, Jordan Marsh Co.; Toledo, La Salle & Koch; Winnipeg, Man., Hudson Bay Co.; Vancouver, B. C., Hudson Bay Co.; and Washington, D. C., Woodward & Lothrop.

The advertising account of the company has been placed with the Geyer-Cornell Co., New York City.



## McMonagle & Rogers Observes 65th Year

It is a pleasure to extend congratulations to the house of McMonagle & Rogers, Inc., Middletown, N. Y., and especially to Fred S. Rogers, who for 44 years has been actively associated in the management of the company, on the 65th anniversary of the establishment of that important enterprise.

The house was founded as a partnership in 1868 by D. C. McMonagle and William H. Rogers, father of the present head of the business. It started originally as a retail drug business with a division wholesaling drugs, medicines and kerosene oil. As oil jobbers it was one of the very few concerns so successful in competition with the Standard Oil Co. at that time, that the Standard Oil Co. was very glad to pay them a substantial sum in cash to retire from the distribution of kerosene oil.

The business progressed along normal retailing and wholesaling lines until 1898 when Mr. McMonagle retired, selling his interest to Fred S. Rogers. Prior to that time the flavoring extract department had been started and a national demand for McMonagle & Rogers extracts had been developed, so that there were then three distinct departments in the business which still continue at present, the flavoring extract department of national scope, the wholesale drug department, and a chain of retail drug stores.

William H. Rogers continued as active head of the company, and when it was incorporated in 1911 as McMonagle & Rogers, Inc., he was elected president. Failing health gradually caused him to relinquish his



THE LATE W. A. ROGERS



FRED S. ROGERS

active duties and turn them over to the present head of the business. For the last few years before the death of Mr. Rogers, Sr., in 1929, he was not active in the business, although he retained a keen interest in all its affairs.

Fred S. Rogers joined the company in 1889, becoming a partner on the retirement of Mr. McMonagle in 1898. In 1909 he was elected a director of the United Drug Co., and became vice-president the following year, holding this office until the reorganization, when vice-presidents were selected from the departmental executives. He has been a member of the executive committee of the board of directors since 1910. In addition to his business career, he has always been intensely interested in co-operative work for the benefit of the entire industry.

He was president of the Flavoring Extract Manufacturers Association for two terms, in 1925 and 1926. He is also an ex-president of the New York State Pharmaceutical Association, a member of the New Jersey Pharmaceutical Association, and the American Pharmaceutical Association. He was also a member of the Alcohol Advisory Committee during the years when the difficulties surrounding the regulation of industrial alcohol were magnified by the National Prohibition Act. More recently he has taken an active part in the work of organization of the Drug Institute of America, Inc.

Under his direction, the business has continued to expand along sound and progressive lines, and has steadily become more important in the drug and flavoring extract fields.

## Drug Official Addresses Lions

J. H. McManus, of Savannah, Ga., chief of the Southern division of the U. S. Food & Drugs Administration, made the principal address before the weekly meeting of the Lions Club, the last week in November, at the Seminole hotel, Jacksonville, Fla. His address was a recital of an epidemic caused several years ago by the drinking of "Jamaica Ginger." He used these remarks to preface a statement that the Federal Pure Food & Drugs Act needs more teeth in it to make it more enforceable and also to fit changing conditions. Passed 26 years ago, he said it had almost outlived its usefulness.

## Procter & Gamble Shows Gain

An increase in net profit for the quarter ended September 30 over the preceding quarter has been reported by Procter & Gamble Co., Cincinnati. Net profit for this period, after interest depreciation, Federal taxes and other charges, was \$4,383,840, equivalent, after 8 per cent and 5 per cent preferred dividend requirements, to 64 cents a share on 6,410,000 common shares. This compares with a net of \$3,738,572, or 54 cents a common share, for the preceding quarter.

## Fashion Show to Feature Cosmetics

The annual show entitled the "Parade of Fashions," will be presented in February by Stenger & Berliner, of Seattle, Wash. This large distributor of barber and beauty parlor supplies will bring leaders of the industry, lecturers and demonstrators and noted authorities on the hair and face to Seattle at that time. Dates now set are February 12, 13 and 14. Interesting technical discussions are planned on these three days, as all parts of the country will send specialists for the fine program now being arranged for the Northwest barber and beauty parlor operators.

## Ohio Druggists Elect Directors

The Ohio Valley Druggists' Association, meeting recently at the Hotel Metropole, Cincinnati, elected the following to the executive board: For three-year term, from Hamilton County, John P. Jennie, Chester A. Lathrop, O. C. Reifschneider and George A. Prinsbach; Butler county, one year, Edward W. Kistner; Campbell county, Kentucky, one year, N. J. Black, and Kenton county, Kentucky, one year, Herman Schuler.

## Seven Ogilvie Sisters in Reunion

December 25, 1933, will be in the nature of a "homecoming day" for the seven Ogilvie sisters. The members of this remarkable family who built up and



control the well known hair preparations firm of Ogilvie Sisters, New York, have been widely separated because of the far-flung activities of the company for some time, but have finally contrived to hold an old-fashioned family reunion this Christmas when all seven of them will come to New York especially for the occasion.

Misses Clara and Anne already are in New York, in charge of the central offices, laboratories and salon of the company. Miss Jessica spends much of her time in that city also, but frequently is on the road lecturing and demonstrating the preparations before store audiences, women's clubs and conventions. The other three sisters, however, will come from afar for the get-together. Misses Mabel and Georgina, who are in charge of the foreign business, will come from Paris where they have their headquarters. Miss Elizabeth, who sup-

erintends the Washington salon, also is in Paris, and will accompany her two sisters on the voyage here. The seventh sister, Miss Mabel, will come from Chicago where she spends her time when not traveling in the interests of the company.

It has been a long time since the seven sisters have been together at one time, and each is looking forward to the meeting with keen anticipation. Ever since the business was founded 25 years ago by Miss Jessica and

the sisters became associated with it one by one, they have worked together tirelessly to build up the enterprise which today is considered one of the leaders in its field, with branches in several foreign cities, including Paris, Honolulu, Manila and Sydney, Australia. With this background of long association and success in the business world, we

are confident that their Christmas reunion, bringing all together once more, will be a happy one indeed.

The accompanying group of photographs shows the seven Ogilvie sisters. They are, from left to right, top row: Misses Clara, Elizabeth and Jessica; lower row: Misses Mabel, Gladys, Anne and Georgina.

## Rentschler Sails for Europe

Frederick Rentschler, president of the Art Tube Co., Irvington, N. J., sailed on the *Bremen*, December 7, for a business and pleasure trip through Germany and France. While in France Mr. Rentschler will visit the firm of Krieg & Zivy at Grand Montrouge (Seine) with which he was associated many years ago. He expects to return the first week in January.

## F. H. Prince Buys into Armour

Frederick H. Prince, of Boston, has acquired a substantial stock interest in Armour & Co., Chicago, and it is believed by some close to the company that he will be elected chairman of the finance committee and secure representation on the board of directors. He will confer in the near future with the management of the company with the view of a reorganization program which will insure the company of a full share of the general improvement in business which is anticipated.

## Vinson Honored on Anniversary

B. F. Vinson, vice-president in charge of the Atlanta, Ga., unit of the A. & P. Tea Co., was honored on the fortieth anniversary of his connection with the company at a banquet in the Atlanta Biltmore hotel, November 16. O. C. Adams, of Philadelphia, president of the Southern division of the company, came to Atlanta especially to extend congratulations and appreciation of the owners and executives of the company.

Judge John L. Cone, childhood playmate of Mr. Vinson, when both lived on farms near Milledgeville, Ga.; Dr. W. A. Sheldon, pastor of the Grace Methodist Church, of which Mr. Vinson is finance chairman; and Walter McElreath, an associate in business and in church activities, spoke in appreciation of Mr. Vinson as a public spirited and charitable citizen. R. M. Smith, vice-president in charge of the Jacksonville, Fla., unit, and O. I. Black, superintendent of the Birmingham, Ala., unit, both of whom began in minor posts under Mr. Vinson, spoke of his helpfulness in guiding them on "their way up."



### Marsek to Represent Burt

F. N. Burt Co., Ltd., Buffalo, N. Y., has appointed F. A. Marsek as its representative in the Pacific coast territory. Mr. Marsek, who is well known in the trade, both here and on the coast, has headquarters at 6370 Franklin avenue, Hollywood, Calif.

### Won Sue Fun at Seattle

Won Sue Fun Cosmetics has been established in the Fischer Studios, Seattle, Wash., from which office agents are being appointed in the smaller towns of Washington, as well as in Alaska.

### Fritzsche Junior Salesmen Convene

Junior salesmen for Fritzsche Brothers, Inc., New York, from all parts of the country met in the New York offices the first week of December to discuss sales problems, new products, and plans for the coming year. Informal meetings were held under the direction of officers and executives of the company, and the men reported a very interesting and instructive week. The meetings were held under the direction of B. F. Zimmer, vice-president in charge of the Chicago branch, and George L. Ringel, vice-president in charge of the Columbus, Ohio, and Canadian branches, and were addressed by F. H. Leonhardt, vice-president; A. D. Armstrong, secretary; J. H. Montgomery, assistant secretary and advertising manager; Dr. Ernest S. Guenther, chief research chemist; C. F. Booth, director of sales and production of the perfume raw materials department; and others in the organization.

Those from out of town who attended the informal convention were, in addition to Mr. Zimmer and Mr.



SEATED, LEFT TO RIGHT: W. F. KIEFER, B. F. ZIMMER, G. L. RINGEL. STANDING: M. J. NILES, J. R. ELLER, C. W. EDWARDS, F. A. BARADA, N. D. ROCKAFELLOW.

Ringel: W. F. Kiefer, Philadelphia; C. W. Edwards, Chicago; M. J. Niles, Columbus; N. D. Rockafellow, New Orleans; F. A. Barada, Kansas City; and J. R. Eller, Columbus.

An interesting feature was the virtually unanimous opinion of the men from all parts of the country that recovery was decidedly under way and business materially better than a year ago. They reported the country generally enthusiastically supporting the Government's recovery program and confident that it would bring a steady improvement in business.

### Schimmel Officials Visit Here

Herman Fritzsche, chairman of the board of Schimmel & Co., Miltitz, Germany, and H. Schettler, director and assistant to the chairman, sailed for home on the *Europa* December 15 after a visit of about a month in the United States. They made their headquarters at



HERMAN FRITZSCHE AND H. SCHETTLER

Fritzsche Brothers, Inc., New York City, American representative of their house.

Mr. Fritzsche stated the purpose of their visit was principally to observe conditions in America and to check the numerous conflicting reports which they had received in Germany regarding the progress toward recovery in this country. He stated that he was very much pleased to find definite improvement in business conditions here since his last visit a year ago, and that he believed the American progress toward recovery would be of material assistance in bringing the entire world back to more normal conditions.

He also stated that there had been a definite improvement in industry and trade in Germany during the last year, which he hoped would steadily continue.

### Renaud Introduces Dispensing Device

Renaud et Cie, Boston, recently introduced a wrought-iron circular display stand for the retail dispensing of their "L'Île de France" perfumes in bulk, and are placing it in many stores throughout the country, according to John Davis, vice-president and general manager. The stand, equipped with half a dozen wicker-covered perfume jars resting on a rack above the counter surface, is presented to retail houses with the purchase of six gallons of bulk perfume. Mr. Davis reports a very favorable retail reaction to the blending chart that this house is distributing to stores making use of the display. The chart is compiled to show the correct blending of 14 different odors for both afternoon and evening use.

### Fire Damages Soap Plant

Fire at the plant of the Akron Soap Co., Akron, Ohio, late in November, did some damage to the boiler room and to some of the company's products which were stored nearby. Neither the offices nor the actual plant were injured, and there was no interruption in the company's service to its customers.

## Granted Overtime to Rush Checks

A petition to work employees more hours a week than the President's re-employment agreement provides was hastily granted by the local N.R.A. compliance board in New York recently. The reason? Well, the Commercial Solvents Corp. had 27,000 dividend checks, amounting to \$750,000, to be distributed before Christmas, and found it necessary for the employees to work more than the 40-hour week. Under the exception granted by the compliance board, they will now work 48 hours, but time and a half is to be paid for the extra eight hours.

## Picciano on Mid-Western Trip

D. E. Picciano, vice-president of Compagnie Parento, Inc., Croton-on-Hudson, New York, was in Detroit for a few days just before Thanksgiving, calling on principal members of the local trade. He was returning East from a trip throughout the Mid-West, and reports conditions much improved. Mr. Picciano was in this territory also about three to four months ago, and has found a marked improvement since that time in all business aspects.

## Root Joins Coty

Le Roy Root, for fifteen years with the Scovill Manufacturing Co., Waterbury, Conn., and for the last twelve representative of the cosmetic division in the New York office, has resigned to become associated with Coty in a special merchandising capacity.

Much of Mr. Root's time with Scovill was devoted to designing special lines for the cosmetic trade, and in this work he was extremely successful. Making contacts with practically all of the leading houses in the toilet preparations industry, his agreeable personality and solid qualities made him a host of friends throughout the trade.

Mr. Root has always been active in co-operative efforts for the improvement of the entire industry. For ten years he served the Associated Manufacturers of Toilet Articles in various capacities, for some years as a member of the membership committee, and for the last three as vice-chairman of the convention entertainment committee. Last year he was chairman of this committee, and it was largely through his efforts and splendid organizing ability that the 1933 convention was such a complete success. He has just been re-appointed chairman of the committee for the 1934 convention which will be held next Spring.

He brings to his new duties at Coty, which he will assume January 2, a well seasoned experience in the industry, and his many friends in both organizations and throughout the trade will join us in extending best wishes for success in his new work.



LE ROY ROOT

## Weicker Returns from Europe

Herman G. Weicker, president of Dodge & Olcott Co., New York, returned on the *Bremen* December 4 from a brief business trip to France and Germany.

Mr. Weicker, who is a keen observer of conditions, reports that great progress had been made in trade and industry in Germany since his last visit a year ago. He found that the spread of Communism and of a war-like feeling among the German people had subsided, and that the entire nation seemed to be united in an effort to get back to normal conditions. It is Mr. Weicker's belief that Germany will be one of the first European countries to emerge from the depression.

In France conditions are not so satisfactory. There seems to be a considerable amount of distrust in the value of the French currency, and considerable hoarding of gold among the people. This has led to some slackening in business and to an increase in unemployment. The more or less unsettled political situation has also contributed to the lack of confidence which is apparent in the business community in France.

Since his return Mr. Weicker has been pleased to find considerable improvement in business among consumers of essential oils and allied products. A continuation of this trend in America, he believes, will have a considerable effect upon economic conditions throughout the world.

## Brillo Financial Report

The financial report of the Brillo Manufacturing Co., Inc., for the nine months ended September 30 shows a net profit, after depreciation, Federal taxes and other charges, of \$112,427, equivalent, after dividend requirements, to 45 cents a share on 160,000 no-par common shares. This compares with a net of \$88,085, or 30 cents a common share, in the corresponding period of 1932. Net profit for the quarter ended September 30 was \$34,011, or 13 cents a common share, a substantial gain over the same quarter in 1932.

## Matthieu to Represent Bowdlear

J. L. Matthieu Sons, Detroit, advise us that they have been appointed representatives in that territory for the W. H. Bowdlear Co., bleachers and refiners of beeswax, Syracuse, N. Y.

## Dermakelp Adds Soap Powder

The Dermakelp Corp., of Seattle, Wash., has widened distribution and production recently, adding to its line of toilet soaps, household soaps and washing powders a "Dermakelp" soap powder. It is being put up in 40-ounce packages, and distributed to the grocery store trade at that region.



HERMAN G. WEICKER

### Bordas a New York Visitor

Ramon Bordas, head of Destilaciones Bordas Chinchurreta, S. A., of Seville, Spain, one of the largest and most important producers of essential oils and dealers in chemicals, crude drugs and allied products, sailed on the *Conte di Savoia* December 15 after a visit of a little more than a month in the United States.

Mr. Bordas expressed himself as very much pleased with the extremely friendly and cordial reception which he had received here at the hands of the American trade, saying that he had never visited in any country where he had been so much impressed with the hospitality and friendliness of the people. His contacts with the consuming industries here assured him that business in soaps and toilet preparations, and other lines into which his products go, was definitely on the upgrade, and he believes that there will be a growing market for Spanish essential oils and other raw materials in the United States during the next few years.

He expressed the belief that the bottom of the depression in all countries had been reached, and that improvement from the low point of last Spring would be rapid throughout the world. He was especially impressed with the tremendous size of business operations in the United States, and is confident that this country will play a leading part in bringing the entire world out of the depression.

### Wegner Visitor in New York

Otto W. Wegner, production manager and in direct control of the production of cosmetics for Nelson, Baker & Co., manufacturing chemists, Detroit, was a visitor in New York during the week of December 4. While in the city he spent considerable time viewing the interesting exhibits at the Chemical Exposition in Grand Central Palace. He left for home December 7.

### Haus, Glazo Sales Manager

H. A. Haus, for the last two years assistant sales manager of the Northam Warren Sales Co., Inc., New York, has been appointed sales manager of the Glazo Co., Inc., that city. Mr. Haus has been in the toilet preparations business for a number of years, and is well known to buyers throughout the country.

### Death of Dr. A. K. Church

Dr. Albert Kingsley Church, chief chemist of Lever Brothers Co., Cambridge, Mass., died suddenly in that city November 18, at the age of 63. Dr. Church was a graduate of the Massachusetts Institute of Technology and for some years was connected with the National Tube Co., Pittsburgh. He joined Lever Brothers as chief chemist 16 years ago. Surviving are his widow, a daughter and a son. Dr. Church was an active member of numerous scientific societies.



RAMON BORDAS

### Perfumed Meals in Rome

A "Futurist" banquet, lasting for four hours and preceded by eau de Cologne and pepper cocktails, was given in Rome recently by Signor Marinetti, Italy's "Futurist" Royal Academician. The menu consisted of twelve courses of what were described as "plastic" eatables, and from time to time the 200 guests were liberally sprayed with exotic scents.

This exquisite sybaritic banquet began with a work of "gastronomic architecture" comprising hors d'oeuvres and dates. Then came a delicately perfumed risotto of pineapple, garnished with oranges and stuffed with sausage meat. The consommé of rose petals introduced the meal proper, and most of the succeeding courses were perfumed in a manner calculated to stimulate the diner's aesthetic interest in his food. All the dishes were very highly colored.

Together with his faithful assistants, Signori Munasi and Prampolini, Signor Marinetti is trying to add—curiously enough in the name of futurism—a little more of the spirit of ancient Rome to the meals of the modern Fascisti.

### Huge Vanilla Shipment to Watkins

The accompanying photograph shows an express car of vanilla beans recently shipped from New York to the J. R. Watkins Co. in Winona, Minn., which the company believes to have represented the largest single shipment of vanilla beans ever made by express. The shipment consisted of 200 bushels of beans, weighing 29,370 pounds, and was rushed from New York to Winona in approximately 36 hours.



### Mrs. Angeline Philippe Dies

Mrs. Angeline Philippe, mother of Louis Philippe, founder of the toilet preparations house which bears his name, died November 17 at French Hospital, New York, at the age of seventy-eight. Death came as the result of a complication of diseases. Her son, Louis, is her only survivor.

### Death of Eric Holroyd

Eric Holroyd, London, England, president of the Schliemann Companies, Inc., importers of mineral oils and waxes, died in London December 7. Mr. Holroyd had been associated with the company for many years, and was largely responsible for building up its extensive business in India.

### Scott New Swindell Manager

Swindell Brothers, Inc., Baltimore, Md., advises us of the appointment of Joseph B. Scott as sales manager in charge of the New York office at 200 Fifth avenue. Mr. Scott is a New Englander, for although he was born in Elizabeth, N. J., he spent his boyhood and was educated in Fitchburg, Mass., and Manchester, N. H. He began his business career with the Guaranty Trust Co., with which he was associated for three years. Afterwards he was for two years in the New York office of a large glass company. This was supplemented by a training course in the glass factory, where he acquired a knowledge of the manufacture of machine and hand-made bottles.



JOSEPH B. SCOTT

In June, 1927, he joined the staff of the New York office of Swindell Brothers, and has covered the Metropolitan area, including New York, Brooklyn, and New Jersey, ever since. He was married in 1929 to Miss Marguerite Davis, and lives in New York. Among his hobbies are motoring and horseback riding. He developed a taste for the latter sport while a member of Troop G, 102nd Cavalry, National Guard of Westfield, N. J. Mr. Scott has won a host of friends for himself in the Metropolitan territory, all of whom will be pleased to learn of his advancement.

### Lelong to Move N. Y. Offices

The New York offices of Lucien Lelong, Inc., will be moved late this month to more spacious quarters in La Maison Française in Rockefeller Center. Office, sales and display rooms have been leased on the fourth floor in that building, constituting somewhat larger space than is now occupied by the company at 655 Fifth avenue. The move is said to have been necessitated by the increased business of the company which has been growing rapidly in the last few years.

### Laundrene Soap Re-organized

Laundrene Soap Corp., Seattle, Wash., has been organized and has taken over the business conducted as a partnership with a similar name for about fifteen years. The company has taken factory space and is starting a sales campaign. Robert W. Neal is president, and Henry J. Duffy, vice-president, these two being the original partners. W. C. Opdycke, who has been sales manager for the last three months, remains in that position, and Alexander Duff has been made secretary.

### Fay Takes Larger Space

E. J. Fay, Inc., perfumes and toilet preparations, has leased additional space at 254 West 31st street, New York, and will occupy the entire eighth floor in the building at that address. Pressure of increased business necessitated the expansion, according to the company.

### Roy Peet Advanced by Colgate

Roy Peet, who has been in the advertising department of Colgate-Palmolive-Peet Co., Chicago, for several years, has been appointed assistant general advertising manager of the company. He was formerly in the advertising department of the Peet Brothers Co. prior to the merger in which it became part of Colgate-Palmolive-Peet Co.

The company recently opened a district sales office at 1225-26 Sterick building, Memphis, Tenn., in charge of J. B. Waters, district sales manager. An office had been maintained in that city for several years until July, 1932, when it was moved to Dallas, Tex.

### Alleged Blackmailer Arrested

Ernest Schnack, 28, of Stratford, Conn., was arrested December 17 in Westport, Conn., charged with sending threatening letters to G. A. Pfeiffer, president of Richard Hudnut, New York. Schnack, said to be a former Hudnut employee, is alleged to have sent letters to Mr. Pfeiffer demanding \$5,000. He was held without bail.

### Florida Pharmacists to Meet

The Florida State Pharmaceutical Association will hold its 1934 convention in Daytona Beach, June 19, 20 and 21, it has been decided by the convention committee of the organization.

### Dr. Barbier Visitor Here

Dr. Henri Barbier, chemist in charge of manufacturing at the Geneva plant of L. Givaudan & Cie., is spending several weeks in America, making his headquarters with Givaudan-Delawanna, Inc., New York, American affiliate of the house of Givaudan. Dr. Barbier has been a frequent visitor here and as usual was



DR. E. C. KUNZ AND DR. HENRI BARBIER

liberal with his praise of the American company's methods. He is spending his time at the New York office and the plant of the company in Delawanna, N. J., conferring with Dr. E. C. Kunz and Dr. M. Szamatolski, respectively executive vice-president and chief chemist for the company. Both the Swiss and the American plants utilize the same processes, and co-ordination between them is assured by frequent visits of technical executives of each to the plants of the other.



## Clergyman Urges Use of Cosmetics

"Smear it on, little sister." With this exclamation uttered with fervor, the Rev. Dr. Lloyd C. Douglas, famous author of "Forgive Us Our Tresspasses," astonished the congregation of St. James Methodist Church, Montreal, recently.

Dr. Douglas announced his subject as "Cosmetics." He quoted scriptural warrant for their use to disguise sadness and weariness. "We hear a great deal about cosmetics," he said. "We are treated sometimes to figures showing that if all the money spent on cosmetics and in beauty shops had been spent on missions, the world would have been evangelized by now. It is also sometimes demonstrated by figures that if all the lipstick used on this continent were placed end to end it would reach twice to the moon and back. Let this be as it may. I have in my mind a little girl who works downtown to support her family, most of whom are out of work. She has been forced to abandon the hope of saving any money. Once upon a time she did some enchanted dreaming about a life and a home of her own. That is now quite definitely off the books, and she knows it. Sometimes she draws up with a start and realizes she is getting inextricably caught in the cogs of the machine. Instead of indulging in complaints that her own flesh and blood are making things hard for her, she resolves to carry on with her work smiling, and to all appearance contented.

"Some days when the load is too heavy, she gives way and cries a little. Then she dries her tears and decides she won't let her mother see that she is troubled. So she takes out her little vanity bag and powders her nose and generally repairs the ravages of her tears and obliterates the marks of sleeplessness so that people will think she is satisfied. I am sure many people who see her will say she should be able to find better ways to spend a dollar. When I think of this girl who is trying to wipe away her tears and paint the pale lips with the appearance of health and vitality, I feel inclined to say 'Smear it on, little sister.'

"Incidentally, there is no cosmetic that can convert into a brave mouth one which has been dragged down by self pity. To anoint may help, but the real secret is to get one's personal woes out of one's conversation and one's walk and as far as possible out of one's thoughts."

## Finds "Cut-Rate" Items Below Standard

The New York State Board of Pharmacy recently issued a warning to patrons of "cut-rate" and other stores selling cosmetics, drugs and miscellaneous products stating that tests have been made which showed that almost 44 per cent of four articles commonly sold by the stores was of sub-standard quality. The items studied, according to George W. Mather, secretary of the board, were peroxide of hydrogen, witch hazel, bay rum and mineral oil, and the survey covered 24 stores in Manhattan and the Bronx, some of which were described as "cut-rate" stores, others as cosmetic stores and others merely as dealers in "hodge-podge."

It is planned, Mr. Mather said, to continue the survey to include lipsticks, rouges, bleaching preparations and other articles. The accumulated evidence will then be turned over to the Attorney General of the state.

## Dejonge's Interesting Educational Display

Indicating the active interest of the present-day art school in the requirements of industrial design, Louis Dejonge & Co., New York, has collaborated with the Newark School of Fine and Industrial Art on an educational exhibit on the subject of box papers, their

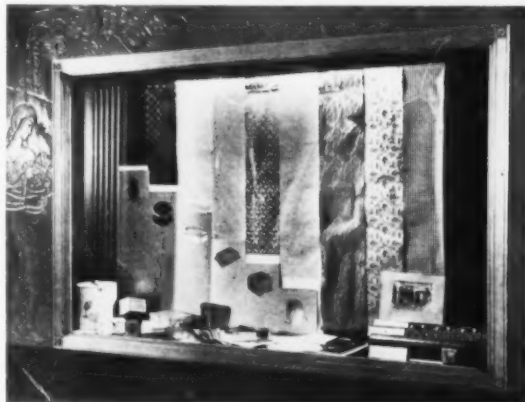
manufacture and use. Raymond P. Ensign, director of the school, has some stimulating ideas on the subject of packaging. He says:

"Clothes do not make the man, but they do tell of his habits of thinking and acting: in short, of his qualities. The well-dressed package also carries the message of quality goods inside. Such containers stimulate desires for better acquaintance and lasting association".



ROSE C. GRIMES

An effective display has been arranged in the main lobby of this magnificent modern art school. Since the school is the civic art center of Newark, not only will the student have his attention sharpened to the smart modes in boxing, but also will Mr. & Mrs. Consumer in their quest for the aesthetic. Dejonge papers in various finishes are shown, and with brief descriptive highlights on manufacturing processes required to achieve these finishes. A graceful drop of strips of the smartest popu-



lar box papers serves as a background for a small group of fine boxes employing Dejonge papers. Of particular interest to students is a group of printing rollers used for printing fancy papers.

The exhibit was designed and arranged by Rose C. Grimes, designer for Louis Dejonge & Co., and head of the design department in the evening school of the Newark School of Fine and Industrial Art.

## Wants Accounts for Argentina

We have received a communication from a firm in Buenos Aires, Argentina, already representing several raw material houses in that country, advising us that they desire to secure some additional accounts.

## Dr. Katz Returns to Coast

Dr. Alexander Katz, secretary of Florasynth Laboratories, Inc., has returned to his headquarters in San Francisco after a visit of two months to the principal offices of the company in New York. While here he conferred with L. A. Rosett, president, and C. L. Senior,



C. L. SENIOR, L. A. ROSETT, AND DR. A. KATZ

vice-president of the company, on plans for further expansion of the rapidly growing coast branch. During his absence, his son, Leonard Katz, was in charge of operations in San Francisco.

Dr. Katz made the trip to New York by way of the Panama Canal, but his return trip was made by airplane. He expressed himself as pleased with the results of conferences with officials in the home office, and confident that the San Francisco branch will increase its quota of orders materially during the coming year.

Florasynth has advised us that on or about January 1 a new branch office will be opened in Los Angeles where a line of perfume materials and essential oils for perfume and soap industries, aromatic chemicals and materials for flavoring extract manufacturers will be carried. Paul G. Fourman, who has been connected with the company for a number of years, traveling in its interest abroad, will have charge of the branch. He was formerly export manager of the C. B. Richard Co., New York, and is well known in the industry abroad, having been connected with it since 1900. The address of the new branch will probably be announced in these pages next month.

## To Retain Michigan Sales Tax

The Michigan sales tax of three per cent on all retail sales, which has been the subject of numerous consumer complaints, will probably be retained, despite possible unpopularity in the legislature now in special session at Lansing. The reason is the recent turning of property owners toward the sales tax, as a result of the new tax bills, mailed in the last two weeks, showing cuts in state property tax as high as 80 per cent. The sales tax is the principal alternative finance scheme. A typical case is a house, built in 1925 for \$10,000, now valued at \$3,500; 1933 taxes were \$1.89, as compared to \$13.62 for 1932. With such savings in prospect, the sales tax, aside from its irksome penny change complication, is now being favored.

## Drury in New Quarters

A. C. Drury & Co., Inc., Chicago, has moved its offices and warehouse to much more spacious quarters at 219 E. North Water street, that city. At the new location splendid facilities for receiving and shipping are available. In our next issue we hope to present photographs and adequate descriptive matter regarding the new quarters.

## German Toiletries Market Restricted

The demand for cosmetics and toilet articles in the urban districts of Germany may be said to be relatively equal to the demand for such products in the United States, the consumption in these districts being at present about four times as large as before the World War. The consumption in the rural districts of the country, however, is much below that in similar sections of the United States. The severe competition in this branch of trade in Germany makes doubtful any considerable sale of most imported cosmetics and pharmaceuticals, especially since practically all retailers refuse to add to their stocks foreign products which are not intensively advertised domestically. The prices of German cosmetics and toilet articles are quite low at present. Such American, British, and French products as are sold are priced considerably above domestic goods, largely because of Germany's high import duties on such products.

## Living Tragacanth Plant Displayed

One of the most interesting natural curiosities which has come to our attention in many years is a Persian gum tragacanth plant which was brought from Persia by a

friend of J. Edward Young, Jr., of Thurston & Braidich, New York, importers of gums and vanilla beans.

The plant, a photograph of which is shown herewith, is only a few inches in height above the ground, but the length of the roots may be judged by the size of the jar in which it is planted. In the photograph, ribbons of the gum may be seen making their appearance



from small slits which are cut in the bark of the plant. When the gum is collected commercially, the roots are partially bared and the slits are made. After a period of a few weeks, the gum is collected by hand from the plants.

Mr. Young advises us that he believes this is only the second of these plants to be brought to the United States alive.

## Young Resigns from Swindell

William C. Young, who for the last five years has been in charge of the New York office of Swindell Brothers, Inc., Baltimore, manufacturer of glassware, and covering territory as far West as Omaha, Neb., resigned on December 4. Mr. Young has not yet completed his plans for future activity, but expects to have an interesting announcement for his many friends in the trade in the near future.

## Vietze Heads Florida Beauticians

Max Vietze was re-elected president of the Jacksonville, Fla., Beauticians Association at its annual meeting, held December 4, at the George Washington hotel, Jacksonville. Other officers elected were: Mrs. Mamie Noble, first vice-president; Mrs. Marie Planchard, second vice-president; Mrs. Virginia Williams, secretary-treasurer. The executive committee for shop owners is composed of Mrs. T. A. Ward, Miss Eula Booker, Mrs. B. Marachal and Mrs. Willie Peterson. The members of the executive committee for operators are Mrs. Marie Planchard, Mrs. Odessa Lewis, Miss Gladys Mickler and Mrs. George F. Carlyle. A membership committee was named composed of Mrs. L. Evans, Miss Z. Cheshire, Mrs. Clara Larson, Miss Thelma Wells, Mrs. T. A. Ward and Mrs. Jewel Bartlett.

President Vietze was presented with a handsome writing set in recognition of his work for the organization during the past year.

## Synfleur Establishes Mexican Branch

Luis de Hoyos, secretary and manager of the Synfleur Scientific Laboratories, Monticello, N. Y., has just returned from an extended trip to Mexico. As a result of Mr. de Hoyos' trip an office of the Synfleur Scientific Laboratories has been opened in Mexico under the direction of a well known chemist, Max Schmidt, Av. Uruguay 26, Mexico City.

A very elaborate fiesta and banquet was arranged in honor of Mr. de Hoyos by some of his friends in Mexico during his stay there. Above we show a photo of Mr. de Hoyos and one of his hosts, S. G. Kin, president of La Reina de Paris, in Mexico City.



MR. KIN AND MR. DE HOYOS

Synfleur Scientific Laboratories up to a few years ago did all its business by mail, but has now expanded with branches and offices in many parts of the world, and further expansion is being planned, in accordance with a statement issued by Mr. de Hoyos. The motto of the house is "American perfume materials for the world." The company is among the pioneers in its particular industry, and the expansion is being carried out very conservatively.

## A. C. Drury a Hunter

A. C. Drury, president of A. C. Drury & Co., Inc., Chicago, together with a party of friends from Valentine Laboratories, has just returned from a very successful deer-hunting trip in northern Michigan, about six or seven hundred miles north of Chicago. Mr. Drury says



LEFT TO RIGHT: ERNEST BARTELL, WILLIAM REDMAN, (GUIDE) E. P. CUNNINGHAM, W. E. FEITING, AND A. C. DRURY

that the party had a wonderful time despite zero weather and about two feet of snow. We did not know that he was an accomplished hunter as well as a near-champion golfer, but the accompanying photograph, which shows him and his friends with some of their trophies, affords adequate evidence of this fact.

## Franco-American's New Officers

The Franco-American Hygienic Co., Chicago, elected the following officers at the annual directors' meeting held early this month: president, Mrs. Nellie Blythe Chase; secretary, Louis D. David; vice-president, Donald M. Clark.

Mrs. Chase will assume active charge of the planning and operation of the business. Mr. Clark will be in charge of the office as well as remaining in charge of production as formerly. His 18 years of experience with the concern will be extremely useful in promoting the future policies, as it is the intention to add a number of new items to the line, in addition to stepping up production.

## Lum At Canadian Convention

Dudley Field Lum, president of the Chicago Perfumery, Soap & Extract Association, has returned to Chicago from a trip to Toronto, Canada, where he was an honorary guest of the Canadian Perfumers & Manufacturers of Toilet Articles at the semi-annual convention, held at the Royal York hotel, December 4. Mr. Lum reports a very enthusiastic meeting.

## Pierre du Pont Heads N.R.A. Board

Pierre S. du Pont, chairman of the board of E. I. du Pont de Nemours & Co., Wilmington, Del., has been elected chairman of the Industrial Advisory Board of the National Recovery Administration. He succeeds Louis E. Kirstein, of Boston, who has held the position for one month.

## Chicago News Notes

WITH an enthusiasm that carried the Chicago Perfumery, Soap & Extract Association's Christmas party to heights never before attained, the year 1933, marking as it did the silver anniversary of the association, closed with a brilliant banquet, held in the colorful Oriental room of the Knickerbocker hotel December 14. Following so closely after repeal, the spirit of repeal was in the air—repeal of all the blues and the worries, the cares and the pessimistic thoughts that have permeated most all of us throughout the country during the past several years. There was a new deal written on the face of everybody present; a new deal in the magnificent costumes of the beautiful ladies, as well as in the immaculate attire of the men. There was an irrespressible optimism that could be observed on every hand and that could not be restrained. Horns sounded, bells clanged, balloons burst, the spirit of celebration was noted more enthusiastically than ever before and prevailed until the wee hours of the morning.

The Knickerbocker ballroom, with its vari-colored and the ever changing panorama of electric effects on the dance floor, wall and ceiling, the superb dance music of Herbie Mintz and his orchestra, the wonderful program arranged by Riley and Goss, the enticing and exceptional menu, everything combined to add to the general situation. No description, no praise could adequately describe the painstaking efforts and ability of secretary W. Kedzie Teller, who also acted as chairman of the entertainment committee, for his arrangement and direction of this banquet, and his energies more than any other factor brought about the huge success of the party. The souvenir bag, which every lady received at the close of the party, contained a most elaborate assortment of toilet articles which were generously donated by the following firms: Armand Co., Acme Powder Puff Co., Aljo Press, American Can Co., Bristol-Myers Co., F. N. Burt Co., Ltd., Carr-Lowrey Glass Co., Colgate-Palmolive Peet Corp., Chicago Cork Works, Comfort Mfg Co., Cooper Shuesler Co., Cudahy Soap Works, Diamond Alkali Works, A. C. Drury & Co., Inc., Felton Chemical Co., F. W. Fitch Co., Furst-McNess Co., Franco-American Hygienic Co., Fritzsche Brothers, Inc., Gordon Gordon Co., Givaudan-Delawanna, Inc., Helfrich Laboratories, Hazel Atlas Glass Co., Horlick's Malted Milk Corp., Walter H. Jelly & Co., Richard M. Krause, Inc., Luxor, Ltd., Monsanto Chemical Co., Owens-Illinois Glass Co., Pepsodent Co.,

Pharma Craft Corp., Princess Pat, Ltd., W. C. Ritchie Co., Sagamor Metal Goods Corp., Solo Laboratories, Swindell Bros., Albert Verley, Inc., Victor Chemical Works, Western Co., Wertham Bag Corp., Allen B. Wrisley Co., J. R. Watkins Co., National Sanitary Products Co., Emerson Drug Co., Johnson & Johnson, Perrigo & Co., Chamberlain Laboratories, Merck & Co., Closure Service Co., Dr. Scholl Mfg Co., Emulsion Products Co., and National Oil Products Co.

### Fleming Now Swift Soap Manager

Swift & Co. has appointed C. A. Fleming general manager of the soap department in Chicago to succeed the late Robert Johnston. Mr. Fleming started his career with Swift & Co. about 25 years ago in Kansas City from where he was transferred to the soap department in Chicago. He handled the soap sales in Cincinnati, St. Paul, and Cleveland for several years, and was later appointed as assistant manager of production in the East Cambridge plant. In the Spring of 1931, Mr. Fleming was transferred to Chicago where he was assistant manager under Mr. Johnston, whom he now succeeds.

### Wrisley Increases Plant Capacity

Allen B. Wrisley Co. has completed the installation of machinery and equipment in the new addition to its plant at 6801 West 65th street, Chicago, and has started manufacturing operations. This new unit, consisting of over 25,000 square feet of space, will be used chiefly for the drying, flaking and packing.

### Perfumers to Elect

The Chicago Perfumery, Soap & Extract Association will hold its annual business meeting and election of officers December 28 at the Hamilton Club. Under the careful guidance of president Dudley F. Lum, the association will complete a most successful year reporting an increase in membership, as well as a more complete schedule of social events. Matters pertaining to legislation received more attention this year, and the members fully realize they have a real "live wire" association in Chicago. The following members have been nominated on the regular members' ticket: For president, Walter H. Jelly, Walter H. Jelly & Co.; for vice-president, J. H. Helfrich, Helfrich Laboratories; for secretary and treasurer, W. Kedzie Teller, Columbus Laboratories.



WALTER H. JELLY



J. H. HELFRICH



W. KEDZIE TELLER



## Circulars, Price Lists, Etc.

**Consolidated Lithographing Corp., Brooklyn, N. Y.**—"A Display Thought for 1934," by E. R. Kresy, vice-president.—"It seems that the average layman has a better appreciation of point of sales advertising than many advertisers.

"This statement can be best proven by citing the New York State Board of Alcoholic Beverage ruling, prohibiting advertising at the point of sales. In explanation of the ruling, it is contended the advertising at the point of purchase will encourage the sales of liquor and educate the consumer to drink and thus create intemperance.

"Regardless of the pros and cons of the ruling, the fact remains that the board, consisting of laymen, recognizes and concedes, that the point of sales advertising has greater advertising power than any other medium of advertising because no restrictions were made as to other form of advertising.

"This board arrived at its conclusion by logical reasoning and points the way for every advertiser to give more consideration to the matter of display advertising, if the advertiser is to get the greatest result for the advertising dollars spent during the year 1934."

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**Florasynth Laboratories, Inc., New York, affiliated with S. Ritter & Co.**—*Practical Manual for the Manufacture of Cordials, Brandies, Cocktails, Etc.*—This little booklet gives a great many formulas for aperitifs, bitters, brandies, cocktails, cordials, distilled spirits, etc., and many suggestions for blending, as well as a price list of Ritter products for its manufacture. In a foreword, the company states in part: "The formulae and suggestions offered by us are practical in every way and have been tested by experienced rectifiers. Our suggestion is to use these formulae only as a guide in producing a fine type of beverage; this, added to the rectifier's own experience, is sure to prove of value . . . In publishing these suggestions, our aim is to assist the practical rectifier or chemist and attempt to supplement his work . . ."

\* \* \*

**Alsop Engineering Corp., New York.**—*New portable type filler.*—The company states that with this filler 12,000 bottles a day can easily be filled. "It fills all bottles absolutely even to any desired height and will not fill any cracked, broken or leaky bottles".

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**Givaudan-Delawanna, Inc., New York.**—"The Givaudanian," November, 1933.—This interesting house organ is growing rapidly in size and in interest. The current issue contains a statement by Dr. E. C. Kunz, executive vice-president, on prices of Givaudan products for 1934, descriptive matter covering many of the company's products, and an interesting photograph of the interior of the Cincinnati, O., branch. It closes with a crossword puzzle, offering a prize for its solution.

**General Plastics, Inc., North Tonawanda, N. Y.**—"Closure News," December, 1933.—This number attractively illustrates in the center spread the great variety of objects which can be made of "Durez," and gives also an interesting description of the career of Lurelle Guild, noted industrial artist. Attached to this issue is an attractive circular advertising the service of the Michigan Lithographing Co., Grand Rapids, Mich., on the front, and "Durez" on the back.

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**Innis, Speiden & Co., Inc., New York.**—*Price List, November, 1933.*—This is the company's regular list of chemical prices, in which attention is also called to its gums and waxes.

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**Owens-Illinois Glass Co., Toledo, Ohio.**—"Photograph of new package for Hess skin cream."—The accompanying photograph shows the new bottle and carton adopted by E. E. Hess Co., Brook, Ind., for its "Witch Hazel Cream."



The Owens-Illinois Glass Co. supplied the containers in accordance with a design developed by Harry H. Farrell. A metal cap is used as closure on the very attractive bottle.

The cream is now being offered by the company in these well-conceived containers in three sizes.

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**E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.**—"The du Pont Magazine," Holiday Number, 1933.—This number contains many interesting articles on new du pont materials which cover a wide variety of items, such as bookbinding material, new boudoir accessories, cellulose acetate yarn, portable machines for coal operators, new electric cord, and others. The stories are written in popular style, and are profusely illustrated.

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**Cosmetic Publishing Co., Montreal.**—"Cosmetics," Volume I, No. 1.—The publishers have sent us the first issue of this attractive new journal which is devoted to the interests of the manufacturing perfumers and makers of toilet preparations in Canada. The magazine is well printed and illustrated, and contains much of interest to the trade. We extend our best wishes to our new Canadian contemporary.

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**Neumann, Buslee & Wolfe, Inc., Chicago, Ill.**—"Calendar for 1934."—The company has sent us one of its useful yearly calendars for 1934. It is quite large in size, and each page features different items used by manufacturers of toilet preparations.

**Ungerer & Co., Inc., New York.**—*Wholesale Price List, November-December, 1933.*—This is a very complete list of essential oils, aromatic chemicals, colors, flavors, etc., supplied by the company, which acts as distributor for the following firms: Charabot & Co. (Hughes Aine), Grasse, France; M. Naef & Co., Geneva, Switzerland; Stafford Allen & Sons, London, England; Botu D. Pappazoglou, S. A., Kazanlik, Bulgaria; S. & G. DePasquale, Messina, Italy; Molino Coppirossi, Porto Maurizio, Italy; Jules Valeri, Cannes, France; Siebert Distillery, Manila, P. I.; Monsanto & Co., Manila, P. I.; Vidal-Charvet, Paris, France; and Ozone-Vanillin Co., New York City.

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**Sylvania Industrial Corp., New York.**—*Mailing Piece.*—The company has sent us an exceptionally handsome mailing piece which reproduces in full color the packages and cartons of well known brands of chewing gum and tells briefly of the use of "Sylphrap" on these and similar packages.

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**Rossville Commercial Alcohol Corp., Terre Haute, Ind.**—*"Rossville Alcohol Talks," November, 1933.*—This issue of this attractive little booklet concludes the story of the relation of petroleum to alcohol, which has been the subject of four booklets.

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**The Iowa Soap Co., Burlington, Ia.**—*"Soap Chat-ter," November 1933.*—The company has sent us one of the first issues of a new house organ which it has just started to publish. It contains much interesting and amusing material, and is illustrated with a picture of the company's factory in Burlington. It is introduced by a brief but forceful message by H. D. Banta, president.

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**Giles Can Co., Chicago, Ill.**—*"The Candle," December, 1933.*—This is the Christmas number of this attractive little house organ, and in addition to some material about the holiday season, it contains an interesting item about its relation to modernized packages.

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**Stokes & Smith Co., Philadelphia, Pa.**—*"The Costs of a Thousand and One Packages."*—This folder gives a few examples of the packaging costs for various types of packages with Stokes & Smith machinery. The folder is attractively printed, and is illustrated with a great variety of containers.

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**Chemical Works Naarden, Ltd., Naarden, Holland, (P. R. Dreyer Inc., New York.)**—*"Natural and Synthetic Perfumes, Their Use and Application."*—This is an excellently printed book of 61 pages. The first part is devoted to discussion of the characteristics of a number of important essential oils and aromatic chemicals. It is followed by a chapter on resinoids and a description of the properties of the most important. The remainder of the book is devoted to a series of chapters on the production of perfumes, toilet preparations and soaps, with special reference to the perfuming of numerous types of these products.

**French Chamber of Commerce in the United States, Inc., New York.**—*"French Commerce," September-October 1933.*—The current issue of this interesting magazine contains a survey of the soap industry of Marseilles, giving a brief historic sketch, and also late statistics regarding production and shipment in that important center.

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**Maryland Glass Corp., Baltimore, Md.**—*Photograph of "Shampooole" bottle.*—The company has sent us the photograph of a very interesting novelty bottle made in the company's well known blue glass for Beyan, Inc., New York City, manufacturer and distributor of "Shampooole Beauty Hair Wash". The bottle was designed by Ed. Wheelan especially for the company, and its characteristic shape, in addition to making it an unusual display item, affords the user a good grip on the bottle.

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**Phoenix Metal Cap Co., Chicago, Ill.**—*"The Phoenix Flame," December, 1933.*—The feature of this issue is the facsimile reproduction of an original copy of "The King and Queen of Hearts: With the Rogueries of the Knave who Stole the Queen's Pies," by Charles Lamb, famed essayist and critic. This was originally published in 1805. The copy from which the facsimile was made was done in 1809. The remainder of the magazine is attractive and interesting as usual.

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**General Plastics, Inc., North Tonawanda, N. Y.**—*Photograph of Frederick Stearns & Co. new men's line.*—The company sent us this handsome photograph of the new special introductory set just placed on the market by Frederick Stearns & Co., Detroit, for

their new "Thirty-Five" line of men's toilet goods. General Plastics calls special attention to the molded base which holds the three packages comprising the line, and which, as the photograph shows, makes an attractive ash tray as well. The tray is of black "Durez," and the caps for the tube and bottle are molded of the same material.

## New Materials and Supplies

**U**NDER this heading are published brief descriptions of new products developed by our advertisers. The claims made for these products are supplied by them and are not to be considered as endorsements.

**Armstrong Cork & Insulation Co., Lancaster, Pa.**—The company has just developed a new molded cap which permits the reproduction of private designs, trade marks, and monograms in full color on the top. It is known as "Medallion Type Artmolds". In describing this new item, the company says:

"The design is reproduced in as many colors as is desired on a disc or medallion which is inset in the top of the molded cap. Thus the caps can be made as



distinctive and as colorful as any other element of the package.

"The caps in the accompanying illustration are maroon. The background of the medallion is also maroon and the four pointed figure is in gold with a white dot in the center."

## Book Reviews

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth Ave., New York.)

### Another Formulary

THE CHEMICAL FORMULARY AND ADDENDA, edited by H. Bennett and a board of editors. 537 Pages and Addenda of 45 Pages. The Chemical Formulary Co., Brooklyn, N. Y. 1933. Price \$6.00.

This voluminous work contains formulas for making everything from adhesives to waterproofing materials, including a great number of flavors and toilet preparations. The section on cosmetics consists of 50 pages, that on flavors 21 pages, and on soaps and cleaners 11 pages. Many of the formulas given are excellent although a large number of them are wholly familiar to the industry and have been for many years.

The great weakness of the book is that so many of the formulas call for the use of a product or products under trade names which in effect sends the compounder to a single source of raw materials. These so-called "jokers" materially reduce the scientific standard of the work, and it is indeed unfortunate that they were in-

cluded when, without them, the book would have been a very serviceable one.

The "Addenda", issued immediately after the repeal of the 18th amendment, gives formulas for 644 sorts of alcoholic beverages. It seems to be largely free from the faults of the main volume. The publishers state that it is the first work of its sort published in the post prohibition period. It is the first that has come to our attention.

S. L. M.

## New Incorporations

National Laboratories, Inc., cosmetics, 13 East 30th street, New York; 200 shares no par value stock.

Regal Cosmetics, Inc., goods, wares and merchandise; \$1,000. Incorporators: Elizabeth Asfar, 4022 162nd street, Flushing, N. Y.; Gloria Kammer, 181-03 Midland drive, Jamaica, N. Y.; Samuel Thorn, 342 Beach 70th street, Arverne, N. Y. Filed by Kennedy & Ellner, 89-64 163rd street, Jamaica.

Cathedral Chemists, Inc., drugs, cosmetics, 1300 Amsterdam avenue, New York; \$20,000.

Rudemar Cosmetics, Inc., operate schools of beauty culture; \$10,000. Filed by Moses M. Frankel, 285 Madison avenue, New York.

Laudrene Soap Corp., Seattle, Wash.; \$5,000. Incorporators: Robert W. Neal, Harold J. Duffy and others. Parfums Wesmay, Inc., toilet articles, 19 West 18th street, New York; \$1,000.

Kolynos Sales Corp., cosmetics, toilet preparations, etc., New Haven, Conn.; capital stock, \$50,000, commence business with \$1,000. Incorporators: C. W. Tarbet, 154 Armory street, and Ira D. Joel, both of New Haven, and J. F. Murray and Randall Nauman, both of 578 Madison avenue, New York.

R. M. Hollingshead Corp., manufacture toilet goods, Camden, N. J.; 3,175 shares first pfd.; 13,482 shares second pfd.; 2,000 shares class A and also class B no par stock. Agent: New Jersey Corporation Guarantee & Trust Co., Camden.

Eos Cosmetics, Inc.; \$100,000. Incorporators: N. M. Lucey, H. I. Brown and L. S. Dorsey, Wilmington, Del. Filed by Colonial Charter Co., Wilmington.

Universal Soap Co.; \$25,000, 2,000 shares no par value stock. Incorporators: J. Vernon Pimm, Albert G. Bauer, both of Philadelphia, Pa., and R. L. Spurgeon, of Wilmington, Del. Filed by Corporation Guarantee & Trust Co., Wilmington.

## Business Records

### Petition Filed Against

Isobel White Co., Inc., manufacturer of cosmetics, 152 West 42nd street, New York, by Williams Lubricating Co., for \$143; Albert Verley, Inc., \$194; Shannon & Fernheimer, Inc., \$165.

### Bankruptcy Schedule

Parfumerie Dollup, Inc., 55 West 16th street, New York. Liabilities, \$10,650; no assets.

### Voluntary Petition Filed

Johnny Walker Products, Inc., dealers in extracts and cosmetics, 301 Estes building, Cincinnati, O. Liabilities, \$1,724; assets, \$1,218. An affidavit in lieu of pre-payment of costs was filed with the petition.

## Canadian News and Notes

THE first semi-annual convention of the Association of Canadian Perfumers and Manufacturers of Toilet Articles was held at the Royal York hotel, Toronto, December 4. It was by far the largest convention of the industry ever held in Canada. In addition to the many Canadian manufacturers and suppliers who attended, there was a substantial delegation from the United States.

The meeting was opened with a session of the executive committee, following which the general meeting was called to order by president John R. Kennedy. Reports of the president, treasurer, secretary, and various committees were received and approved by the members. During the business meeting, G. T. Creighton occupied the chair at the request of the president, and one of the principal items of business was the proposed changes in the rules and regulations of the Canadian excise act. These were carefully considered, and recommendations of the association will be forwarded to the proper authorities at Ottawa.

Immediately after the morning meeting, 118 members and guests sat down to the regular noonday monthly luncheon. The speaker of the day was Prof. R. O. Hurst, of the Ontario College of Pharmacy, who delivered a most interesting address on "The Romance of the Drug Store." Prof. Hurst was introduced by Prof. George A. Evans, who for twenty years was professor of chemistry at the college and is now in charge of the research laboratory of the United Drug Co., Ltd., Toronto.

At the luncheon, which was tendered to the organization by A. H. Bergmann, Oxzyn Co., New York, A. E. Mullen, American Perfumers Laboratories, New York, and J. H. Helfrich, Helfrich Laboratories, Chicago, seven new members were introduced as follows: L. J. L. Redfearn, Redfearn Laboratories; Prof. C. C.

Clark, Druggists' Corp., Ltd., H. H. Tedgham, Penslar Co., Ltd.; L. F. Winchell, Hinde & Dauch Paper Co. of Canada, Ltd.; A. G. Lancaster, Dennison Mfg. Co. of Canada, Ltd.; A. Paterson, Cosmetic Publishing Co.; and Charles T. Lennox, Mundet Cork & Insulation Co.

At the same time, G. A. Johnson, of Hudnut's Ltd., after a short address proposed a resolution in honor of the legislative committee consisting of the following members: Robert Minty, chairman; Harry Rose, Robert Carr, Thomas Haughland, and G. Henri Marceau.

The bowling prizes won at the last bowling night were also presented at the luncheon, and W. C. A. Moffatt, editor of *Drug Merchandising*, and Canadian representative for *THE AMERICAN PERFUMER*, conveyed the respects of these two magazines to the association.

Music, under the direction of E. C. Barton, of Compagnie Parento of Canada, consisted of three stirring songs by Cameron Geddes, guest artist, and group singing by the entire membership.

Out-of-town guests attending the luncheon were Alvin E. Smith, George Silver Import Co., New York; Dr. Edgar G. Thomssen, J. R. Watkins Co., Winona, Minn.; A. F. Kammer and Albert C. Burgund, Carr-Lowrey Glass Co., Baltimore and New York; and D. F. Lum, Givaudan-Delawanna, Inc., Chicago. The greetings of the Associated Manufacturers of Toilet Articles were conveyed by Dr. Thomssen, a member of the executive board, and of the Chicago Perfumery, Soap & Extract Association by Mr. Lum, its president.

In the afternoon Mr. Barton presented the motion pictures which were taken at the Lucerne convention in June. These were so popular that Mr. Barton had to re-run them three or four times.

The evening was devoted to the convention banquet which was held in the crystal ballroom of the Royal



BANQUET OF CANADIAN PERFUMERS, PRESIDENT KENNEDY NINTH FROM LEFT AT HEAD TABLE



York hotel. The speaker of the evening was Napier Moore, editor of *MacLean's* magazine, who gave a humorous short address entitled "The Heroes and Heroines of the Love Stories." Mr. Moore was introduced by Thomas Haugland, past president of the association, and at the close of his address, the thanks of the organization were presented by N. F. Dahl. At the same time a beautiful sheaf of roses was presented to Mrs. Moore and also to Mrs. Kennedy. Entertainment consisted of a splendid floor show, which took over an hour, and was followed by dancing in the main dining-room of the hotel. Seated at the head table at the banquet were Mr. and Mrs. Napier Moore, Mr. and Mrs. G. T. Creighton, Mr. and Mrs. Robert Minty, Mr. and Mrs. N. F. Dahl, Mr. and Mrs. D. F. Lum, W. L. Linton and Miss Houston, and Mr. and Mrs. J. R. Kennedy.

At twelve o'clock a splendid supper was served, after which novelty prize dances took place. A special acknowledgment by the association was made to those who were hosts at the luncheon, to Mr. Barton for his presentation of the motion pictures and direction of the musical program, and to Roure-Bertrand Fils & Justin Dupont and George Silver Import Co., of which Alvin E. Smith is sales manager, for the generous contribution of a ticket to the dance and supper to each member of the association; also to the following companies which donated prizes for the dances: Anchor Cap & Closure Corp., American Can Co., Canadian Industrial Alcohol Co., Ltd., Dominion Glass Co., Ltd., Dominion Paper Box Co., Ltd., Compagnie Parento, Harris Lithographing Co., and Mutual Sales Co.

Following is a partial list of those present at the meeting: Mr. and Mrs. H. S. Garlick, Canadian Boncilla Co.; Mr. and Mrs. T. A. McGillivray, and Mr. and Mrs. M. B. McGillivray, Yardley & Co. of Canada; Mr. and Mrs. F. A. Fielder, Fielder Paper Box Co.; Mr. and Mrs. J. W. Patterson, Stanley Mfg. Co.; Mr. and Mrs. R. S. Dunlop, Dominion Paper Box Co.; Mr. and Mrs. K. E. Specht, American Can Co.; Mr. and Mrs. J. O. Deegan, Anchor Cap & Closure Corp.; C. G. Kertland, Commercial Alcohol Co.; G. F. Jones, Consumers' Glass Co.; Mr. and Mrs. G. A. Johnson, Richard Hudnut, Ltd.; Mr. and Mrs. Wm. Singer, Collapsible Tubes, Ltd.; Mr. and Mrs. Bernard Allen, Bernard Allen, Ltd.; Mr. and Mrs. E. J. Reed, Thayer Perfumers; Mr. and Mrs. L. Speck, and Geo. Ringel, Fritzsche Brothers, Inc.; D. B. Sayer, Lever Brothers; Miss Esther Shapiro, Helena Rubinstein; J. R. Ferrell, Morana, Ltd.; W. M. Campbell, Stuart Bros.; W. L. Linton, Northrop & Lyman Co., Ltd.; R. W. McLarty, R. W. McLarty, Ltd.; Mr. and Mrs. Axler, 303 Chemical Co.; A. R. Poole, Pinaud, Ltd.; Mr. and Mrs. N. F. Dahl, Elizabeth Arden.

Mr. and Mrs. C. M. Lougheed, Colgate-Palmolive-Peet, Ltd.; F. R. McBrien, Melba Co.; Mr. and Mrs. Robert Dixon, Dominion Glass Co.; A. B. Burns, Canadian Industrial Alcohol Co.; Mr. and Mrs. C. G. Carmichael, Gordon, Gordon, Ltd.; Mr. and Mrs. E. Strange, Norda, Ltd.; Mr. and Mrs. John Catto, and Mr. and Mrs. A. P. Taylor and daughter, Soaps-Perfumes, Ltd.; F. R. Evans, Toronto Pharmacal Co.; Mr. and Mrs. S. H. Beardmore and Mr. and Mrs. G. Don Forester, Renaud et Cie; E. C. Barton, Compagnie Parento; Mr. and Mrs. W. C. Moffatt, *Drug Merchandising* and *THE AMERICAN PERFUMER*; Mr. and Mrs. Frank Beresford, H. F. McDermott and W. J. Breeze, W. J. Bush & Co.,

Ltd.; Mr. and Mrs. J. B. Hill, Melba Co.; Mr. and Mrs. J. H. Keens, International Bottle Co.; Mr. and Mrs. W. M. T. Hill, and F. J. Reed, Lehn & Fink, Ltd.; Mr. and Mrs. F. J. Whitlow, F. J. Whitlow & Co.; N. R. Perry, Chatelaine; J. W. Patterson, Dominion Glass Co.; A. C. Adam, Manchester, McGregor, Ltd.; Sam Harris, Harris Litho. Co.; W. A. Morris, Dominion Glass Co.; A. F. Collins, Mutual Sales Co.; Frank Goad, Standard Chemical Co.; H. T. Roden, Schraders' Son, Ltd.; A. P. Layton, Consumers' Glass Co.; W. T. Bell, Macdonald Mfg. Co.; A. G. Lancaster, Dennison Mfg. Co.; L. F. Winchell, Hinde & Dauch Co.; C. T. Lennox, Mundet Cork & Insulation Co.

L. F. L. Redfearne, Redfearne Laboratories, Ltd.; C. C. Clark, Druggists' Corp., Ltd.; F. W. Young, Canada Foils, Ltd.; A. F. Kammer, and Albert Burgund, Carr-Lowrey Glass Co.; Alvin E. Smith, George Silver Import Co.; Albert Bellefontaine, Bellefontaine & Co., Ltd.; Dr. E. G. Thomssen, J. R. Watkins Co.; A. Reddington-Samuels, Potter & Moore, Ltd.; Harry Rose, Rose & Laflamme, Ltd.; A. H. Bergmann, Oxzyn Co.

Mr. and Mrs. D. F. Lum, Givaudan-Delawanna, Inc.; Mr. and Mrs. Thos. Haugland, J. B. Williams Co.; Mr. and Mrs. Robert Minty, Palmers, Ltd.; Mr. and Mrs. G. T. Creighton, W. T. Rawleigh Co., Ltd.; Mr. and Mrs. Robert Carr, Andrew Jergens, Ltd.; Mr. and Mrs. H. H. Todham, Penslar Co., Ltd.; Mr. and Mrs. J. R. Kennedy, and Mr. and Mrs. P. L. Scott, United Drug Co., Ltd.

## Retailers Urge Greater Margins

Manufacturers who are not giving the retail druggists a sufficient margin of profit on their products or who, in the opinion of the retailers, are not allowing sufficient profit, may expect heavy mails in the future. During the past two or three weeks meetings have been held in London, Ont., Toronto, Hamilton and Ottawa, and, urged on by the chairman of the Council of the Canadian Pharmaceutical Association, retailers present decided to launch protests and complaints against manufacturers on whose merchandise they feel the price is not sufficient to cover their overhead and give them a little profit.

Among the speakers at the different meetings augmented by the local leaders in each city were A. J. Wilkinson, Windsor, Ont.; W. O. Austin, Windsor, president of the Ontario Retail Druggists' Association, and Dr. R. B. J. Stanbury, secretary of the Canadian Pharmaceutical Association. Declaring that the retail drug business is in a better position today than it was ten years ago, Mr. Wilkinson stated that easily 60 per cent of nationally advertised merchandise is now price protected—but not price protected at a profit. It was claimed that the druggists have to have more than 27 per cent to stay in business. The majority were merchandising without a profit. It was thought that the only thing that could be done would be to write to the manufacturers as nothing could be done by legislation. As only eight per cent of merchandise is sold through the chain stores, not many manufacturers could afford to ignore the independent drug stores. A number of items were mentioned on which insufficient profit is being allowed.

## Lt.-Governor Attacks Cosmetics

Considerable indignation has been aroused in the cosmetic trade in Toronto by the observations on patent medicines and toilet preparations made by Dr. Herbert A. Bruce, Lieutenant-Governor of Ontario, before a meeting of more than a thousand members of Toronto Service Club at the Royal York hotel.

With reference to beauty preparations, the Lieutenant-Governor is reported to have said that practically no such thing as a skin food exists, that the cult of beauty practices is an unending and increasing bold fraud upon the women of today, and in the course of his address he made an indictment on the wealth of patent medicine vendors, the cheap successes of charlatans, the machinations of all those who deal in unscientific "quack" cures and preposterous pretensions of the superstitious.

Perturbed by these remarks and the effect they may have on the public mind, the Travelling Men's Auxiliary of the Ontario Retail Druggists' Association took the matter up at its regular meeting late last month and a protest will be considered by the Association of Canadian Perfumers and Manufacturers of Toilet Articles.

A number of Toronto manufacturers were strong in their condemnation of the Lieutenant-Governor's remarks. Prominent among these was Fred. J. Whitlow, of F. J. Whitlow & Co., who was of the opinion that Dr. Bruce had spoken very disparagingly of the profession. "I propose," said Mr. Whitlow, "that our Auxiliary study the Doctor's address and act upon it. I, for one, resent the statements which he made and, from the way his remarks appeared in the press, it seems that he regards practically every patent and proprietary preparation as a 'quack', and toilet preparations as not being worth a cent."

Among the headings of the report of Dr. Bruce's address as they appeared in some of the leading Ontario papers were: *Toronto Globe*:—"Attack on Quacks and Charlatans made by Dr. Bruce; Named Public Enemies"; *Toronto Mail & Empire*:—"Beauty Cult Said Fraud on Women—Skin Cannot Be Fed by Rubbing in Cream, says Dr. Bruce"; *Border Cities Star*:—"Quacks Prey on Citizens—Dr. Bruce Says Beauty Cults are Fraud on Women."

Another prominent manufacturer calling attention to articles in the Toronto papers says that if one will read these carefully they will see that this propaganda is very detrimental to the cosmetic business. "In the first place I do not believe a word of it because I know that the toilet goods industry would not put on the market any preparation in which there would be poisonous substances," he declared.

## New Exchange "Racket" in Canada

What appears to be something new in "rackets" has come to light in Toronto and it is probable that it will also appear in other centers. A man described as being of good appearance has been calling on local drug stores, acting as a special representative of Palmer's, Ltd., and has been picking up merchandise, supposedly for exchange. Needless to say, no goods are ever received in place of the merchandise picked up. This operator is known to have pulled off the stunt quite successfully on at least five instances.

## Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Ave., New York.

### TRADE MARKS REGISTERED UNDER UNFAIR COMPETITION ACT, 1932

"Chevron." Toilet preparations. Richard Hudnut, Ltd., Toronto, Ont.

"Flotewite." Soap. Swift Canadian Co., Ltd., Toronto, Ont.

"Rajah." Henna. J. L. Hopkins & Co., New York.

"Glider." Shaving cream and toilet articles. J. B. Williams Co. (Canada), Ltd., Montreal, Que., and Glastonbury, Conn.

"Lotex." Skin lotion. Gold Metal Chemists, Toronto, Ont.

"Ivory." Soap. Procter & Gamble Co. of Canada, Ltd., Hamilton, Ont.

"Crempact." Perfumed powders and creams. Potter & Moore, Ltd., London, England.

"Manor House." Flavoring extracts. William Lawrence Maass, Ottawa, Ont.

Design: a dove and a plus (+) character carried in dove's bill. Antiseptic and deodorant. Joseph G. Godissart, Los Angeles, Calif.

"Moone's Emerald Oil." Antiseptic, germicide and deodorant. International Laboratories, Fort Erie, Ont.

"Tho-Radia." Beauty products. Société Secor, 20 Rues des Capucines, Paris, France.

"Thrill." Fruit extracts. Rose & LaFlamme, Ltd., Montreal, Que.

"Modern Girl," and "Gyanne." Powder puffs and toilet preparations, except soap in all its forms. Columbia Products Co., Ltd., Toronto, Ont.

### INDUSTRIAL DESIGN

Glass jar, in general outline of a flattened pear-shaped design; neck is circular in section, threaded for screw-type closure; base is, in plan view, an elongated ten-sided figure, the two opposite elongated sides being twice the length of the other sides. Charles E. Frosst & Co., Montreal, Que.

### PATENTS

337,217. Dispensing cap can. Odell Wilson, Auburn, Calif.

337,250. Tissue packet. James B. Lyon, New York.

337,470. Cosmetic box. Bourjois, Inc., New York, assignee of Paul H. Douglas, Pelham Manor, N. Y.

## Travellers Hold "Pep Meeting"

President René Dean, of the T. M. A., called a pep meeting and luncheon at the King Edward hotel, Toronto, on November 25. The object of the meeting was to bring out a number of old members who had previously been conspicuous by their absence and to introduce a number of new members. Special entertainment was provided as well as the usual spontaneous variety. Among the items discussed were the Hallowe'en dance upon which a complete report was given by the chairman, the question of entertaining the Hamilton druggists at a bowling tournament and the T. M. A. Christmas tree for the kiddies.

## Lever Presents Watch to Cheetham

Bob Cheetham, of "Vinolia," Toronto, is wearing a handsome wrist watch presented to him on completion of 15 years' service with Lever Brothers, Ltd.

# Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder

are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Avenue  
New York City

## Trade Mark Registrations Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

- 318,259.—Stevenson-Benko Co., Chicago, Ill. (1891).—Flavoring extracts.  
331,627, 342,081.—Silica Products Corp., New York. (Sept. 6, 1932, Aug. 10, 1933, respectively).—Tooth paste and dentifrices.  
332,909.—Baker Extract Co., Springfield, Mass. (July 1, 1932.)—Rum syrup for flavoring food.  
336,101.—Miller Products Co., Rochester, N. Y. (Sept. 10, 1932, for nail polish and polish remover; Dec. 1, 1932, for cuticle remover and nicotine stain remover.)—Nail polish and polish remover; cuticle remover, and nicotine stain remover.  
336,456.—J. T. Robertson Co., Syracuse, N. Y. (May 24, 1932.)—Soaps.

- 336,617.—Hugh McGowan, Jr., Ridgefield Park, N. J. (Feb. 13, 1933.)—Toilet preparations.  
337,194.—D. Lisner & Co., New York. (Mar. 17, 1933.)—Empty base metal powder and rouge compacts.  
337,688.—Carman & Co., Inc., New York. (May 1, 1933.)—Soap.  
338,000.—Genesee Cosmetics Co., New York. (Apr. 28, 1933.)—Toilet preparations.  
338,123.—Charm Products, Inc., Los Angeles, Calif. (Feb. 15, 1932.)—Toilet preparations.  
338,479.—Bourjois, Inc., New York. (Feb. 16, 1933.)—Toilet preparations.  
338,486.—Central Co-operative Wholesale, Superior, Wis. (Dec., 1929.)—Flavoring extracts.  
338,621.—Harold R. Rudolph, doing business as B-D Products Co., St. Louis, Mo. (Aug., 1929.)—Antiseptic and body odor preparations.  
338,792.—George Quinton, Easton, Pa., doing business as Eastern Sales & Distributing Co., Chicago. (Oct. 30, 1932.)—Toilet preparations.

## Trade Marks

**SCOTCH SOAP**

M 308,029

**Miss America**

336,101

**CO-OP**

338,486

**DE SUI VERBENA**

340,749

**LATOUR**

340,792

**HOLMAN'S FOOT EASE**

341,836

**SILICA-DENT**

342,081

**STAYSTUK**

342,180

**HADLEY**

M 308,215



336,456

**Beck's**

338,621



340,805



341,853

**KNIFE-O**

342,425

**HAIRSET**

M 308,535



336,417



338,792

**El-Nor**

341,497



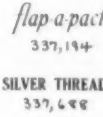
341,892

**MANIKIN**

342,232

**Martha Jordan**

M 308,538



337,194

**SILVER THREADS**

337,688

**MOR-NITE**

339,860

**MASQUERADE**

341,507

**SAVAGE**

341,508

**LIX**

341,564

**KEREX**

341,954

**hand charm**

342,213

**BELMORE**

318,259



338,000

**REFLEXIONS**

339,863

**Tia-melita**

340,661

**toe Oil**

341,645

**Curide**

341,684

**Stara-Kleen**

341,973

**ALLURA**

342,620

**SILICA PRODUCTS**

331,627



338,123

**nu-nail**

340,683

**jolly roger**

341,695

**ALVUS**

341,695



342,042

**ALLURA**

342,624



332,909

**Palmolive**

338,479



340,695

**PALMOLIVE**

341,787



342,066

**ZOTION**

342,508

**Orchid**

342,709

339,860.—Floyd E. Davison, Anderson, Ind. (Jan. 1, 1933.)—Tooth powder.  
 339,863.—Guy T. Gibson, Inc., New York. (July 12, 1933.)—Perfume and toilet preparations.  
 340,661.—Tis-Mettes, Chicago, Ill. (June, 1933.)—Makeup pacts containing rouge, powder and lip paste.  
 340,683.—Berenice C. Goldberg, doing business as Bergo Laboratories, Hollywood, Calif. (June 10, 1933.)—Finger nail oil.  
 340,695.—Russell-Caraway & Co., New Orleans, La. (Mar. 25, 1933.)—Toilet preparations.  
 340,749.—F. J. M. Miles, Sunland, Calif. (Sept. 10, 1932.)—Toilet preparations.  
 340,792.—Hahn Department Stores, Inc., Wilmington, Del. (Oct., 1930.)—Facial cleansing tissue paper.  
 340,805.—The H. Michelsen Co., Ltd., New York. (July 28, 1933.)—Bay rum.  
 341,497.—Sem-Pray Jo-Ve-Nay Co., doing business as Marietta Stanley Co., Grand Rapids, Mich. (Jan. 1, 1921.)—Toilet preparations.  
 341,507, 341,508.—James L. Younghusband, Chicago. (Sept. 6 and 7, 1933, respectively.)—Face powder and lipstick, respectively.  
 341,564.—Tattoo, Inc., Chicago. (Dec. 19, 1932.)—Liquid cleaning preparation for removing lipstick stains from fabrics and leather goods.  
 341,645.—Faye Chevalier, Houston, Tex. (July 15, 1933.)—Facial oil.  
 341,684.—Feminine Products, Inc., New York. (Jan. 13, 1933.)—Liquid deodorant.  
 341,695.—Allen E. Rogers, doing business as Allen E. Rogers Laboratories, Brooklyn, N. Y. (Sept. 8, 1933.)—Talcum in cream form.  
 341,787, 342,066.—Colgate-Palmolive-Peet Co., Chicago. (Aug. 23 and Sept. 12, 1933, respectively.)—Soap dispensers and dental cream, respectively.  
 341,836.—John H. Holman, Knoxville, Tenn. (June 15, 1933.)—Foot powder.  
 341,853.—Procter & Ridgely, Washington, D. C. (Jan., 1932.)—Soap for toilet and laundry use.  
 341,892.—Roy B. Brown, doing business as Crown of Youth Co., Pensacola, Fla. (Oct., 1930.)—Hair pomade.  
 341,954.—Felton Chemical Co., Inc., Brooklyn, N. Y. (Dec. 28, 1932.)—Perfume oils to be used with kerosene fly sprays to cover up kerosene odor.  
 341,973.—Johnson & Johnson, New Brunswick, N. J. (Aug. 30, 1933.)—Germicidal soap.

342,042.—Pietro Sabatino, New York. (Aug. 29, 1931.)—Hair tonic.  
 342,180.—Ferdinand Gutmann & Co., Brooklyn, N. Y. (Sept. 19, 1933.)—Bottle and jar caps.  
 342,232.—Manikin Products, Inc., New York. (June 25, 1933.)—Toilet preparations.  
 342,293.—Welney Co., New York. (July 1, 1933.)—Hand lotion.  
 342,425.—Closure Service Co., Toledo, O. (Sept. 28, 1933.)—Closure caps for bottles and jars.  
 342,508.—Zotos Corp., New York. (Mar. 1, 1932.)—Hair waving lotions.  
 342,620.—Phillips & Benjamin Co., Boston, Mass. (Aug. 6, 1933.)—Artificial denture cleansers.  
 342,624.—Sebastian Contini Co., Sacramento, Calif. (Mar. 15, 1932.)—Eye lotion.  
 342,709.—Mariatta Speciale, doing business as Aridus Products, Brooklyn, N. Y. (Oct. 11, 1933.)—Nourishing cream.

## Trade Mark Registrations Granted (Act of March 19, 1920)

*These registrations are not subject to opposition:*

M308,029.—Los Angeles Soap Co., Los Angeles, Calif. (Oct. 4, 1932. Serial No. 334,880.)—Soaps.  
 M308,215.—Mary H. Thomas, Germantown, Pa. (1910. Serial No. 339,480.)—Hair oils.  
 M308,555.—Hump Hairpin Mfg. Co., Chicago, Ill. (July 19, 1932. Serial No. 331,110.)—Hair waving solution.  
 M308,558.—J. Robert Brundage, New York. (Apr. 7, 1932. Serial No. 328,631.)—Toilet preparations.

## Patents Granted

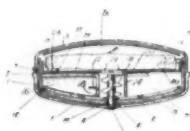
*Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.*

1,934,699. Collapsible tube. Victor H. Christen, Detroit, Mich.  
 1,934,809. Distributing box for pasty and powdery products. Joseph Eugene Baptiste Maillard, Nogent-le-Roi, France.  
 1,935,089. Closure for collapsible tubes. Joseph M. Hamilton, San Francisco, Calif., assignor of one-half to Ray H. Kistler, San Francisco, Calif.

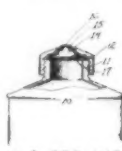
## Patents



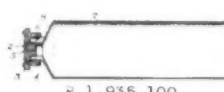
F 1,934,699



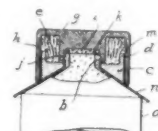
F 1,934,809



F 1,935,089



F 1,935,100



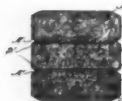
F 1,935,192



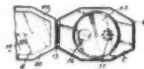
F 1,935,500



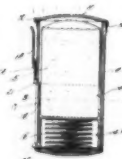
F 1,935,626



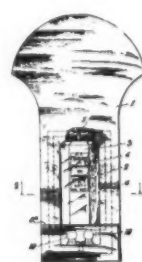
F 1,936,895



F 1,936,273



F 1,937,157



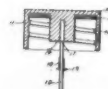
F 1,935,764



F 1,938,413



F 1,937,674



F 1,938,373



D 91,063



D 91,080



D 91,095



1,935,100. Collapsible tube and cap assembly and method of effecting the same. Archibald W. Paull and John A. McGinnis, Wheeling, W. Va., assignors to Wheeling Stamping Co., Wheeling, W. Va.

1,935,192. Container. Otto Spahr, Philadelphia, Pa.

1,935,500. Washable toilet puff. Arthur C. Brucks, New York, N. Y., assignor to Hopeck Manufacturing Co., New York.

1,935,626. Latch for vanity cases, cigarette cases, and the like. William E. Evans, Waterbury, Conn., assignor to Waterbury Lock & Specialty Co., Waterbury.

1,935,764. Display card. Arthur R. Botham, New York, N. Y., assignor to Coty, Inc., New York.

1,936,273. Compact. Hyman R. Segal, New York, N. Y.

1,936,395. Packaging soap. John C. Ingram, Chicago, Ill., assignor to Armour & Co., Chicago.

1,936,845. Mentholated talcum powder. Alfred J. Lautmann, Detroit, Mich.

1,937,157. Lip stick holder. Elmer Q. Lee, Honolulu, Territory of Hawaii.

1,937,365. Preparation for coloring hair. William B. Stoddard, Jr., and Willard F. Greenwald, New York, N. Y., assignors to Victor J. Thill, New York.

1,937,674. Cap retainer for collapsible tubes and the like. Adam G. Teason, Kansas City, Mo.

1,938,373. Bottle closure. James P. Burke, Wayne, N. J., assignor, by direct and mesne assignments, to Armstrong Cork Co., Lancaster, Pa.

1,938,413. Closure for collapsible containers. Samuel Belsey and Patrick Cassin, London, England.

### Designs Patented

91,063. Design for a jar. Edwin W. Fuerst, Toledo, Ohio, assignor to Owens-Illinois Glass Co., Toledo, Ohio.

91,080. Design for a bottle. Ferdinand W. Nitardy, Brooklyn, N. Y., assignor to E. R. Squibb & Sons, New York.

91,095. Design for a jar or similar container. Wynn Van Winkle, Lancaster, Ohio, assignor to General Glass Corp., Lancaster.

### F.E.M.A. Lists Permit Developments

In a comprehensive bulletin under date of November 28, the Flavoring Extract Manufacturing Association advises its members that with repeal of the Prohibition Act those coming within the classifications as provided under Regulations 2, relating to permits under Title II of the National Prohibition Act for the manufacture and traffic in intoxicating liquors for non-beverage purposes, need not renew their present permit bonds, although permit features are expected to be continued. However, the bulletin points out, for members coming within the classifications of Regulations 3, relative to the production, tax, payment, etc., of industrial alcohol, and the manufacture, sale and use of denatured alcohol under Title III of the National Prohibition Act, the form of bonds, Series 1480, for special denatured alcohol will continue until new regulations are formulated.

The bulletin recommends that the members continue the usual routine of business in disposition of alcohol and spirituous liquors now possessed of under present permit and bond until the Treasury Department or Attorney General releases official recommendations.

### Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the notices of judgment given under the Federal Food and Drugs Act, Nos. 20176 to 20350, inclusive, sent out recently by the United States Department of Agriculture, Washington, there were the following cases of misbranding: No. 20285, misbranding and alleged adulteration of olive oil, and No. 20323, adulteration and misbranding of vanillin flavoring.

### Classifies Atomizer Bottles As Perfume Containers

The United States Court of Customs and Patent Appeals in a recent decision reversed the action of the United States Customs Court by holding that certain decorated glass containers, used in connection with metal and rubber parts *after* importation to form atomizers for spraying perfume, are bottles "of the character used or designed to be used as containers of perfume," and are classifiable as such under paragraph 218 (e), Tariff Act of 1930, at 75 per cent ad valorem.

The importer, Marshall Field & Co., Chicago, claimed that, since the bottles in their imported condition could not be used as containers of perfume without the addition of stoppers or covers, they were classifiable as articles not specially provided for under paragraph 218 (f), Tariff Act of 1930, and dutiable at 60 per cent ad valorem. The lower court upheld this claim.

In reversing this decision, the upper court stated:

"We find no evidence in the record to support this finding and are of the opinion that the evidence clearly establishes that the merchandise involved consists of bottles 'of the character used or designed to be used as containers of perfume. . . .' Even conceding that the bottles have no use other than as parts of atomizers containing perfume, they are nevertheless 'bottles . . . of the character . . . designed to be used as containers of perfume.'"

"The fact that in their imported condition these bottles could not be used as containers of perfume without the addition of stoppers or covers does not, in our opinion, prevent their classification under paragraph 218 (e). It would hardly be said that bottles imported without corks are not within the provisions of said paragraph, although it is evident that they could not, as imported, be used without the addition of corks. . . ."

"We agree with the lower court that the merchandise here involved consists of bottles, but hold also that they are bottles 'designed to be used as containers of perfume. . . .' and that the lower court erred in not so holding."

### Protest on Celluloid Shaving Soap Bowls

No. 25579, by Lee & Schiffer, Inc., New York. Ornamental covered bowls composed of celluloid and filled with shaving soap, classified at 60 per cent ad valorem under paragraph 31, Tariff Act of 1930, are claimed dutiable at 30 per cent under paragraph 80 as the usual containers of soap covered by importation.

Opinion by Sullivan, J. It was held that the facts established that these bowls are unusual coverings not required in the bona fide transportation of the soap, and that they can be filled and refilled and used for other purposes. While there was testimony that these cakes of soap always come in this type of bowl, the testimony also indicated that 250 cakes of this soap were imported separately and there was nothing to show that these bowls are the usual and ordinary containers for the soap. The value per unit bowl is given as one shilling and six-pence, whereas the per unit invoice value of the soap is two shillings. *United States v. Demarest* (19 C. C. P. A. 186, 45293) cited. On the authority of *Columbia Mfg. Co. v. United States* (T. D. 46256) the protest was overruled.

# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)  
(See last page of Soap Section for Prices of Soap Materials)

## ESSENTIAL OILS

Almond Bit., per lb.	\$2.20@	\$2.40
S. P. A. ....	2.50@	2.75
Sweet True .....	.65@	.70
Apricot Kernel ..	.24@	.30
Amber, crude .....	.24@	.30
rectified .....	.50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera.	2.40@	2.75
Angelica root .....	75.00@	
Anise, U. S. P. ....	.48@	.52
Araucaria .....	1.75@	1.85
Aspic (spike) Span.	.83@	.90
French .....	1.25@	1.50
Balsam Peru .....	6.00@	
Balsam, Tolu, oz.	4.25@	
Basil .....	2.35@	
Bay .....	1.65@	2.00
Bergamot .....	1.90@	2.25
Birch, sweet N. C.	1.50@	1.75
Penn. and Conn.	2.15@	3.00
Birchtar, crude ..	.15@	
Birchtar, rectified..	.55@	
Bois de Rose .....	1.40@	2.60
Cade, U. S. P. ....	.30@	.33
Cajeput .....	.55@	1.00
Calamus .....	3.50@	
Camphor "white" ..	.21@	.24
Cananga, Java native	2.20@	2.35
rectified .....	2.75@	3.00
Caraway .....	2.10@	
Cardamon, Ceylon..	14.00@	25.00
Cascarilla .....	60.00@	
Cassia, 80@85 p.c.	1.05@	
rectified, U. S. P.	1.25@	1.40
Cedar leaf .....	.70@	.75
Cedar wood .....	.33@	.38
Cedrat .....	4.15@	
Celery .....	9.50@	11.50
Chamomile .... (oz.)	3.00@	7.00
Cherry laurel .....	12.00@	
Cinnamon, Ceylon..	12.00@	20.00
Cinnamon, leaf .....	2.25@	
Citronella, Ceylon..	.43@	.48
Java .....	.52@	.57
Cloves Zanzibar ..	.96@	
Cognac .....	18.00@	21.00
Capaiba .....	.57@	.62
Coriander .....	4.00@	
Croton .....	2.20@	2.50
Cubebs .....	3.00@	
Cumin .....	7.50@	
Curacoa peels .....	5.25@	
Curcuma .....	3.00@	
Cypress .....	4.35@	4.75
Dillseed .....	3.15@	3.40
Elemi .....	1.45@	
Erigeron .....	1.30@	1.60
Estragon .....	38.00@	
Eucalyptus .....	.30@	.32
Fennel, Sweet .....	1.25@	1.45
Galmanum .....	26.00@	
Galangal .....	24.00@	
Geranium, Rose		
Algerian .....	6.50@	7.00
Bourbon .....	6.25@	6.50
Spanish .....	16.00@	
Turkish .....	2.10@	2.25
Ginger .....	3.65@	3.90
Gingergrass .....	3.00@	3.15
Grape Fruit .....	3.00@	
Conc. ....	24.00@	

Guaiac (Wood) ....	2.35@	
Hemlock .....	.73@	.80
Hops .....	9.00@	
Horsemint .....	2.85@	
Hyssop .....	40.00@	
Juniper Berries ...	1.40@	1.65
Juniper Wood .....	.60@	.62
Laurel .....	15.00@	
Lavender, English..	32.00@	
French .....	2.65@	5.00
Lemon, Italian .....	1.25@	1.65
Calif. ....	.75@	.90
Lemongrass .....	1.20@	1.45
Limes, distilled .....	7.50@	8.50
expressed .....	11.00@	11.75
Linaloe .....	1.40@	1.50
Lovage .....	27.50@	
Mace, distilled .....	1.35@	
Mandarin .....	4.75@	7.50
Marjoran .....	6.25@	
Melissa .....	5.00@	
Mirbane .....	.15@	
Mustard, genuine...	8.50@	10.00
artificial .....	1.85@	2.00
Myrrh .....	10.00@	
Myrtle .....	4.00@	
Neroli, Bigarade, p.	90.00@	150.00
Petale, extra .....	120.00@	175.00
Niaouli .....	3.45@	
Nutmeg .....	1.35@	
Olibanum .....	6.50@	
Orange, bitter .....	1.70@	2.00
sweet, W. Indian.	1.50@	1.65
Italian .....	1.30@	1.50
Spanish .....	2.80@	3.00
Calif. exp. ....	1.20@	1.35
dist. ....	.60@	
Origanum, Spanish.	.85@	1.00
Orris root, con (oz.)	4.00@	5.00
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid .....	18.00@	25.00
Parsley .....	6.50@	
Patchouli .....	3.25@	3.65
Pennyroyal, Amer..	2.15@	2.40
French .....	1.55@	1.65
Pepper, black .....	6.50@	
Peppermint, natural	2.75@	3.00
redistilled .....	3.00@	3.20
Petitgrain .....	1.40@	1.65
French .....	2.35@	2.50
Pimento .....	1.30@	2.30
Pine cones .....	3.00@	
Pine needles, Siberia	.85@	
Pinus Sylvestris ..	2.00@	2.15
Pumilionis .....	2.20@	
Rhodium, imitation.	2.00@	4.50
Rose, Bulgaria (oz.)	6.00@	20.00
Rosemary, French..	.40@	.50
Spanish .....	.36@	.40
Rue .....	2.50@	
Sage .....	2.15@	
Sage, Clary .....	30.00@	
Sandalwood, East		
India .....	6.00@	7.00
Australia .....	6.25@	
Sassafras, natural..	.85@	.90
artificial .....	.30@	.32
Savin, French .....	1.85@	2.00
Spearmint .....	1.25@	1.40
Snake Root .....	8.00@	10.00
Spruce .....	.73@	.80
Styrax .....	7.00@	

Tansy .....	2.20@	2.35
Thyme, red .....	.60@	.70
White .....	.70@	1.06
Valerian .....	10.00@	
Verbena .....	3.75@	7.00
Vetivert, Bourbon ..	7.00@	8.00
Java .....	10.00@	25.00
East Indian .....	30.00@	
Wine, heavy .....	1.40@	
Wintergreen, S'thern	3.00@	
Penn. & Conn....	5.00@	8.00
Wormseed .....	2.25@	2.60
Wormwood .....	3.25@	3.50
Ylang-Ylang, Manila	29.00@	35.00
Bourbon .....	5.00@	8.00

## TERPENELESS OILS

Bay .....	4.00@	
Bergamot .....	6.00@	
Clove .....	4.00@	5.00
Coriander .....	20.00@	
Geranium .....	8.00@	12.50
Grapefruit .....	45.00@	
Sesquiterless .....	85.00@	
Lavender .....	5.50@	8.00
Lemon .....	6.75@	14.50
Lime, Ex. ....	50.00@	
Orange, Sweet ....	78.00@	90.00
bitter .....	90.00@	115.00
Petitgrain .....	4.00@	
Rosemary .....	2.50@	3.75
Sage, Clary .....	90.00@	
Vetivert, Java .....	35.00@	
Ylang-Ylang .....	28.00@	35.00

## OLEO-RESINS

Benzoin .....	2.50@	5.00
Capsicum, U. S. P.		
VIII .....	2.65@	3.00
Alcoholic .....	3.00@	
Cubeb .....	3.25@	
Ginger, U.S.P. VIII	2.00@	
Alcoholic .....	3.25@	
Malefern .....	1.45@	1.60
Oak Moss .....	6.00@	15.00
Olibanum .....	3.25@	
Orris .....	17.00@	28.00
Patchouli .....	16.50@	18.00
Pepper, black .....	4.00@	4.60
Sandalwood .....	16.00@	
Vanilla .....	5.00@	7.50

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50%..	2.00@	
Acetophenone .....	2.00@	3.00
Acetyl Iso-engenol..	9.00@	
Alcohol C 8 .....	14.00@	20.00
C 9 .....	26.00@	40.00
C 10 .....	18.00@	30.00
C 11 .....	30.00@	40.00
C 12 .....	14.00@	25.00
Aldehyde C 8 .....	28.00@	
C 9 .....	45.00@	70.00
C 10 .....	30.00@	60.00
C 11 .....	35.00@	50.00
C 12 .....	32.00@	60.00
C 14 (so-called) ..	15.00@	35.00
C 16 (so-called) ..	17.50@	30.00
Amyl Acetate .....	.85@	1.00
Amyl Butyrate .....	1.00@	1.25
Amyl Cinnamate ..	2.50@	
Amyl Cinnamic Alde-		
hyde .....	3.90@	4.00
Amyl Formate .....	1.60@	1.90

Amyl Phenyl Acetate	3.60@	4.00	Methyl Anthranilate	2.50@	3.00	Bismuth sub-nitrate	1.25@	
Amyl Salicylate	.75@		Methyl Benzoate	1.40@	1.75	Boric acid, ton.	105.00@	115.00
Amyl Valerate	2.40@		Methyl Cinnamate	3.50@		Calamine	.16@	.20
Anethol	1.15@	1.25	Methyl Eugenol	2.90@	6.75	Calcium, phosphate	.08@	.08 3/4
Anisic Aldehyde	3.35@		Methyl Heptenone	3.75@	6.00	Ph'phate, tri-basic	.13@	.15
Benzaldehyde, U.S.P.	1.45@		Methyl Heptene C'b.	20.00@	36.00	Sulfate	.03 3/4 @	.04
F. F. C.	1.55@	1.90	Methyl Iso-eugenol	8.50@	12.50	Camphor	.53@	.65
Benzophenone	2.00@	4.00	Methyl Octine Carb.	24.00@	32.00	Cardamon seed	.65@	
Benzyl Acetate	.70@	.85	Methyl Paracresol	4.65@	6.00	Castoreum	17.50@	
Benzyl Alcohol	.95@	1.50	Methyl Phenylac'tate	2.65@	3.00	Chalk, precip.	.03 1/2 @	.06 1/2
Benzyl Benzoate	1.05@	2.00	Methyl Salicylate	.42@	.50	Cetyl Alcohol	.75@	1.50
Benzyl Butyrate	5.50@	6.25	Musk Ambrette	6.50@	7.50	Cherry laurel water,		
Benzyl Cinnamate	7.00@	9.00	Ketone	7.50@	9.50	gal.	1.25@	
Benzyl Formate	2.90@	3.25	Xylene	2.50@	3.00	Citric acid	.35@	.40
Benzyl Iso-eugenol	15.00@	25.00	Nerolin (ethyl ester)	1.50@	1.75	Civet, ounce	3.75@	4.50
Benzyl Propionate	2.25@	3.00	Nonyl Acetate	48.00@		Cocoa butter	.18@	.20
Benzylidenacetone	2.50@	4.00	Octyl Acetate	32.00@		Clay, Colloidal	.03@	.03 1/2
Borneol	1.75@	2.00	Paracresol Acetate	5.25@	6.00	Formaldehyde	.06@	1/2
Bornyl Acetate	2.00@	6.00	Paracresol Methyl			Fuller's Earth, ton.	16.00@	30.00
Bromstyrol	4.00@	5.00	Ether	3.50@	5.00	Formic acid	.12@	.16
Butyl Acetate	.60@		Paracresol Phenyl-			Fatty Acids (See Soap Sec.)		
Butyl Propionate	2.00@		Acetate	14.00@	20.00	Guarana	.75@	1.25
Butyraldehyde	12.00@		Para Cymene, (gal.)	1.25@	1.65	Gum Arabic, white,	.20@	.22
Carvene	1.15@		Phenylacetaldehyde			amber	.09 1/2 @	.12
Carvol	3.25@	4.00	50%	5.00@	7.00	Gum Benzoin, Siam	1.30@	1.50
Cinnamic Acid	4.00@		100%	8.50@	10.50	Sumatra	.24@	.30
Cinnamic Alcohol	3.25@	3.50	Phenylacetic Acid	2.50@	4.00	Gum galbanum	1.05@	1.15
Cinnamic Aldehyde	2.50@	3.50	Phenylethyl Acetate	7.00@	10.00	Gum myrrh	.25@	.40
Cinnamyl Acetate	10.00@	12.00	Phenylethyl Alcohol	4.25@	4.75	Henna, powd.	.14@	.28
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl But'rate	12.00@	16.00	Hydrogen peroxide	.05@	.08
Cinnamyl Formate	13.00@		Phenylethyl Formate	18.00@		Kaolin	.06@	.08
Citral C. P.	2.50@	3.00	Phenylethyl Pro-			Labdanum	3.50@	5.50
Citronellal	2.40@	3.00	pionate	12.00@		Lanolin, hydrous	.18@	.22
Citronellol	2.25@	2.75	Phenylethyl Val'rate	16.00@		anhydrous	.20@	.24
Citronellyl Acetate	3.75@		Phenylpropyl Acet.	8.00@	11.00	Lavender flowers	.24@	.55
Coumarin	3.50@		Phenylpropyl Alc'hol	6.00@	12.00	Magnesium, Carbon-		
Cuminic Aldehyde	62.00@		Phenylpropyl Alde-			ate	.06 3/4 @	.07 1/2
Dibutylphthalate	.30@	.36	hyde	8.00@	12.00	Stearate	.19@	.25
Diethylphthalate	.32@	.37	Rhodinol	8.00@	20.00	Sulfate	.02 1/2 @	.03
Dimethyl			Safrol	.32@	.36	Musk, ounce	15.00@	25.00
Anthranilate	6.25@	7.00	Santalyl Acetate	22.50@		Oils, vegetable (See Soap Sec.)		
Dimethyl Hydroqui-			Skatol, C. P. (oz.)	7.00@	10.00	Olibanum, tears	.13@	.30
none	3.75@	5.00	Styralyl Acetate	20.00@		siftings	.08@	.13
Dimethylphthalate	.50@	.60	Styralyl Alcohol	20.00@		Orange flower water,		
Diphenylmethane	1.75@	2.45	Terpineol, C. P.	.36@	.40	gal.	1.50@	
Diphenyloxide	1.20@		Terpinyl Acetate	.90@	1.15	Orange flowers	.40@	1.00
Ethyl Acetate	.30@	.50	Thymene	.35@		Orris root, powd.	.20@	.75
Ethyl Anthranilate	5.50@	6.00	Thymol	1.90@	2.75	Paraffin	.03 1/2 @	.05
Ethyl Benzoate	1.20@		Vanillin (clove oil)	4.65@	5.50	Patchouli leaves	.16@	.20
Ethyl Butyrate	1.00@		(guaiacol)	4.40@	5.00	Petrolatum, white	.06 1/2 @	.10 1/2
Ethyl Cinnamate	4.50@		Vetivervyl Acetate	21.00@	25.00	Phenol	.16@	.20
Ethyl Formate	1.00@	1.25	Violet Ketone Alpha	5.00@	10.00	Potassium, carbonate	.13@	.16
Ethyl Propionate	1.40@	2.50	Beta	5.50@	8.00	Hydroxide	.07 1/4 @	
Ethyl Salicylate	1.15@	2.50	Methyl	5.25@	8.00	Quince seed	.90@	1.50
Ethyl Vanillin	15.00@	20.00	Yara Yara (methyl			Reseda flowers	1.50@	1.65
Eucalyptol	.60@	1.00	ester)	1.50@	1.75	Rhubarb root, powd.	.28@	.50
Eugenol	2.60@	3.50	BEANS			Rice starch	.12@	.15
Geraniol, dom.	2.00@	6.00	Tonka Beans, Para.	1.15@	1.40	Rose leaves, red	.55@	.85
Geranyl Acetate	2.90@	4.00	Angostura	2.40@	2.50	pale	.40@	.50
Geranyl Butyrate	6.00@	8.00	Vanilla Beans			Rose water, gal.	1.25@	
Geranyl Formate	5.00@	7.00	Mexican, whole	3.00@	4.50	Salicylic acid	.40@	.45
Heliotropin, dom.	2.10@	2.40	Mexican, cut	2.50@	2.75	Sandalwood, chips	.45@	.50
foreign	2.50@		Bourbon, whole	1.00@	1.25	Saponin	1.75@	
Hydratropic Al'hyde	25.00@	27.50	South American	2.00@	2.50	Soap, neutral white	.19@	.23
Hydroxycitronellal	3.60@	10.00	SUNDRIES AND DRUGS			Sodium, Carb, crys.	.01 3/4 @	.02 1/4
Indol, C. P. (oz.)	2.25@	5.00	Acetone	.11@	.15	Phosphate, tri-basic	.03 1/2 @	.04
Iso-borneol	2.30@		Alcohol, 190-pf. gal.	2.37 1/2 @	2.63 1/2	Spermaceti	.22@	.25
Iso-butyl Acetate	2.65@		Almond meal	.21@	.25	Styrax	.40@	3.25
Iso-butyl Benzoate	2.75@	3.25	Alum, potash	.03 1/4 @	.03 1/2	Sulfur, precip	.17@	.20
Iso-butyl Salicylate	3.00@	6.00	Aluminum chloride	.10@		Tartaric acid	.27@	.30
Iso-eugenol	3.50@	4.50	Ambergris	32.50@	Nom.	Titanium oxide	.22@	.25
Iso-safrol	1.75@		Balsam, Copaiba	.30@	.33	Tragacanth, No. 1.	1.20@	1.50
Linalool	1.90@	2.75	Peru	1.30@	1.50	Triethanolamine	.45@	.50
Linalyl Acetate 90%	2.50@	2.75	Tolu	.90@	1.15	Venice turpentine, gal.	.30@	
Linalyl Benzoate	10.50@		Fir, Canada, gal.	9.00@	12.00	Vetivert root	.30@	
Linalyl Formate	10.00@	12.00	Oregon	1.00@	1.20	Violet flowers	.95@	1.15
Menthol, Japan	3.00@	3.85	Beeswax, white	.40@	.45	Zinc, Peroxide	1.10@	1.75
Synthetic	2.25@	3.00	Yellow	.24@	.30	Oxide	.13 1/2 @	.15
Methyl Aceto-						Stearate	.21@	.28
phenone	2.20@	3.00						

## New York Market Report

**B**USINESS in essential oils, while materially ahead of last year, has not been quite as brisk during the last month as was the case earlier in the season. The usual reluctance to purchase goods just in advance of inventory together with the normal slackening of demand as the holiday season approaches seems to account for this position which is not causing any concern among dealers. In fact, reports indicate that the majority of dealers are well pleased with the situation at present and look forward to a steady increase in business as soon as year end operations are concluded. Trade reports indicate a much more optimistic sentiment than at any time in the last four years.

Prices during the month have not changed materially from the levels reported a month ago. Basic changes, in fact, have been confined to a very few materials. The fluctuations due to variations in exchange have for the time being ceased to drive prices steadily higher. The dollar has advanced in terms of foreign currencies during the last two or three weeks, and while this has not brought prices lower, it has checked the rapid advance which dollar depreciation in terms of foreign exchange seemed to be bringing so rapidly at the time of our last review. The general tone of prices throughout the market is one of great steadiness and in some instances of considerable firmness, but actual spot quotations show little change from day to day.

The floral oils have been featured by higher prices and in some items, increased activity during the last few weeks. Jasmin and lavender products are both in light supply insofar as the new crop is concerned. Lavender, in fact, is short all around and still higher levels during the next few months would surprise no one.

The rose situation continues to attract attention in spite of the fact that prices remain steady and demand is limited. As has been reported, the law in Bulgaria made this year's crop a virtual monopoly of the Bulgarian Bank, in whose hands practically the entire 1933 crop is held. This would have brought higher prices were it not for the fact that the independent distillers in Bulgaria still have ample stocks to last for some time, possibly more than a year. These stocks, located in Paris, New York, and other marketing centers, are not in control of the Bank and are being sold competitively. There has been some little agitation in Bulgaria for the repeal of the monopoly law, distillers indicating that in their opinion, it will be disastrous to the trade in otto of rose if continued after independent stocks are exhausted. No change in the market at the moment is anticipated but there is the possibility that when world supplies outside of Bulgaria are exhausted, a sharp change in the situation may ensue.

Soap makers' oils have been featured by the continued strength in geranium, predicted in these columns for the last few months. Prices on both Algerian and Bourbon are sharply higher than they were last month and available supplies are limited and are in strong hands as well. Firm quotations for shipment are almost impossible to secure and spot supplies are none too heavy for a somewhat increased demand from the soap manufacturers and other consumers.

The domestic situation is unchanged although both

peppermint and spearmint are firmly held. Country factors in both Michigan and Oregon are holding peppermint very strong and seem willing and able to hold it until prices reach the levels which they think equitable. Some fair buying for forward delivery has been reported at but little below current spot levels but offers at the same prices are no longer available. Wormseed and wormwood are quiet and unchanged. Tansy is steady. Pennyroyal is said to be in light supply.

Citrus oils remain at former levels. Lemon is a very firm feature. There is less firmness in orange which continues in too heavy supply for any current demand. Bergamot is steadier, and with some cheap offerings out of the market, prices on ordinary qualities are a little higher than they were a month ago.

Seed and spice oils are marking time. There is not much demand now that the consuming season has closed and with the spices themselves apparently quiet and not much better than steady, quotations on the oils are maintained with some difficulty. Sandalwood is firmer and higher in some quarters. Other oils are generally unchanged although the tendency is toward greater firmness in quotations.

## Synthetics and Derivatives

Call for last minute quantities seems to have brought a better tone to the finer products on the list of synthetics. Christmas business in toilet preparations has been better than many expected it would be and reports indicate that manufacturers in many instances have rush orders to fill for the last minute delivery. This, however, may be expected to pass with the holiday season and it is not anticipated that any great amount of business will be done in raw materials between Christmas and the middle of January.

Prices, in general, have been very stable without any material change on the important items. Buyers are not placing much business at the moment although it is known that manufacturing consumers in the soap and insecticide and other industries have no great supplies on hand. It is to be expected that holiday and pre-inventory trading will be slack so neither importers nor domestic manufacturers are greatly concerned over the situation.

While exchange has ceased to advance as it did earlier in the Autumn, the advance in exchange rates has created quite a problem for the importers. They are finding it increasingly difficult to compete with domestic manufacturers on items manufactured in like qualities and grades by both groups. Naturally they look forward to currency stabilization as a corrective for a situation which in some instances has become quite difficult.

Price changes during the month have been unimportant in the extreme, practically all items being held at the levels which prevailed at the time of our last review. The trade anticipates revived business and higher levels generally as soon as inventories are over and buying is resumed.

## Licked at the Start

"Bill's only books are women's looks."

"It's hard to earn a bachelor's degree that way."—*Argosy*.



# Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

## Determination of Alkali and Calcium Soaps in Fats\*

ACCORDING to the *Einheitliche Untersuchungs-methoden fuer die Fett- und Wachsindustrie*, 2. Auflage, of the German Commission for Fat Analyses the alkali and calcium soap content in oils and fats is determined by dissolving a sample in a mixture of 90% benzin, s.g. 0.70 and 10% absolute alcohol, brought to a boiling point. Filter, and wash with the mixture of benzin and alcohol. Add alcohol (50%) and titrate with 1/10 normal lye. The titration gives the content of free fatty acids. After the alcohol has been brought over by distillation, the same process bringing over the benzin, the solution is transferred into a separatory funnel, decomposed with hydrochloric acid and the ether layer washed with water until free from mineral acid. The separated ether is then titrated as above. The difference between the number of cc. of 1/10 normal lye used in the two titrations gives the alkali and calcium soap content respectively.

It has been experimentally established, however, that more exact and better results can be obtained, if the following method, which is much quicker, is employed.

Determine the acid content in a sample of fat in the usual manner. A second sample is refluxed with 50 cc. of ether for 30 minutes after having added 2 cc. of hydrochloric acid, s.g. 1.19. Transfer the whole into a separatory funnel, rinse with ether, and wash the solution in the funnel with water until the washings are no longer acid. Distill off the ether, treat the residue with alcohol (96%) and titrate against phenolphthalein with 1/10 normal lye.

With the aid of the difference of the two acid numbers the content of alkali and calcium soap respectively can be determined as follows:

The acid number 1 equals 0.18 cc. 1/10 normal lye and 1 cc. 1.10 normal lye is equivalent to 0.0302 Gm. of sodium soap or 0.0318 Gm. of potassium soap or 0.0299 Gm. of calcium soap, these figures being based on the average molecular weight of 280 for fatty acids.

*Example:* The difference of the two acid numbers is 3.66. Accordingly, the soap content is as follows:

Sodium Soap:  $3.66 \times 0.18 \times 0.0302 \times 100$

= 1.98%;

Potassium Soap:  $3.66 \times 0.18 \times 0.0318 \times 100$

= 2.09%;

Calcium Soap:  $3.66 \times 0.18 \times 0.0299 \times 100$

= 1.96%.

To which soap (sodium, potassium or calcium) the difference of the two acid numbers is to be applied is shown by the qualitative assay of the fat according to the presence of one or the other soap basis. To determine the presence of calcium soap, boil a sample of the fat with diluted hydrochloric acid and filter through a moistened filter paper. The filtrate is made ammoniacal and boiled again. In case of a precipitate (caused by the chemical reaction with iron or aluminum), filter off and treat with a few drops of about 10% ammonium oxalate solution. A white turbidity or precipitate indicates the presence of calcium soap.

To probe for sodium or potassium soap, a sample of the fat is ashed and the well known flame reaction of sodium or potassium employed.

\* *Seifensieder Ztg.*

### Oppose Rosin Marketing Agreement

Consumers of naval stores have presented a brief to the Agricultural Adjustment Administration requesting that the proposed marketing agreement between producers of naval stores and the Secretary of Agriculture be modified so that the control committee provided for in that agreement should include two members not producers of naval stores appointed by the Secretary of Agriculture. The brief points out that any great rise in the price of this product would cause great hardships to the consumers, since all of the products which they make are already subject to severe competition from materials in which naval stores are not employed.

### Stability of Fats and Oils

H. D. Royce (*Ind. Eng. Chem. [Anal.]*, 1933, 5, 244—247).—The use of methylene-blue as an oxidation-reduction indicator is described. Secondary color changes render photoelectric control of the end-point unsatisfactory. Stability curves for some shortening products and salad oils are given. The induction period in the accelerated peroxide test may be shortened by light. The relation of methylene-blue fading time to Kreis vals. and peroxide vals. has been determined for cottonseed oil aged to a peroxide val. of 250 millimol.—*British Chemical Abstracts.*

## Soap Materials Market

### Vegetable Oils

Most of the vegetable oils were moderately active during the past 30 days and prices, for the most part, were held fairly steady.

Crude coconut oil changed hands early this month for nearby deliveries at 27 $\frac{7}{8}$ c lb., New York, and 2 $\frac{7}{8}$ c lb., Pacific Coast, in tank cars, and further quantities are available at this writing at these prices.

Crude cottonseed oil has been steady at 3 $\frac{3}{8}$ c to 3 $\frac{1}{2}$ c lb. in the South East and Valley. Crude corn oil sold at 3 $\frac{3}{4}$ c lb., f.o.b. Midwest mills, but there are now signs of increased buying, and the producers are nominally quoting  $\frac{1}{8}$ c lb. higher.

Demand for palm oils for both nearby and forward shipments has been good, and the markets abroad remain steady, especially for the hard oils. Sulfur olive oil foots is available for January/June deliveries at 6c lb., f.o.b. sellers' tanks New York, and commercial denatured olive oil, guaranteed maximum 5% F.F.A., for the same deliveries at 74c to 76c per gallon, f.o.b. cars New York, for carlots in drums.

A. H. HORNER

### Tallow

While inflation is the popular topic of discussion at present, its opposite is characteristic of the price trend in fats. The market is in the grip of the usual seasonal dullness with domestic interest to buy rather light. However, export shipments of tallow have accounted for a very considerable tonnage, and interest from this source has not yet abated. At this writing, with the price level having been pushed down to an unreasonably low point, domestic buyers are beginning to evince interest in purchases for next year. Fats, due to their abundant supply, have been held down to an absurdly low value and need only a further slight improvement in business to bring them into their own.

The nominal quotations for No. 2 tallow and grease, such as house and yellow, is 2 $\frac{3}{4}$ c per pound loose; fancy tallow, 3 $\frac{1}{2}$ c to 3 $\frac{3}{8}$ c loose.

In the Middle West the larger packers are well booked on sales and are evincing interest in trading at present prices.

E. H. FREY.

### Ketone Rancidity in Fats and Soaps

H. Schmalfuss, H. Werner, and A. Gehrke (*Fettchem. Umschau*, 1933, 40, 102—104).—Sterilized fats, etc., (including coconut oil, beeswax, etc.) free from micro-organisms may develop ketone rancidity (positive reaction according to Täufel and Thaler, B., 1932, 515) on storage, the process being accelerated by exposure to light and heat. Fatty acids (from C<sub>3</sub> upwards), glycerol, and soaps (K laurate) give the Täufel ketone reaction after irradiation, volatile acidic products being formed in the case of the higher fatty acids and glycerol. —*British Chemical Abstracts*.

## Prices of Soap Materials

### Tallow and Grease

Tallow, N. Y. C. extra .....	\$0.03 $\frac{1}{4}$ @	
Edible .....	.04 $\frac{1}{4}$ @	
Fancy .....	.04 $\frac{3}{4}$ @	
Grease, white .....	.03 $\frac{1}{2}$ @	
House .....	.02 $\frac{1}{2}$ @	
Yellow .....	.02 $\frac{1}{2}$ @	
Lard .....	.05 $\frac{1}{2}$ @	.07

### Fatty Acids

Coconut Oil, 98% Saponifiable, tanks..	.04 $\frac{1}{4}$ @	
Corn Oil, 95% T.F.A. tanks .....	.04 $\frac{1}{4}$ @	
Red Oil, distilled, tanks .....	.04 $\frac{3}{4}$ @	
Saponified .....	.05 @	
Stearic Acid, single pressed .....	.09 @	
Double pressed .....	.09 $\frac{1}{2}$ @	
Triple pressed .....	.12 $\frac{1}{4}$ @	

### Soap Making Oils

Castor No. 1, tanks .....	.09 $\frac{1}{2}$ @	
No. 3, tanks .....	.09 @	
Coconut, Ceylon Grade, tanks .....	.02 $\frac{3}{4}$ @	
Cochin grade, tanks .....	.03 $\frac{1}{4}$ @	
Manila grade, tanks .....	.03 @	
Corn, crude, Midwest mill, tanks .....	.03 $\frac{3}{4}$ @	
Cotton, crude, Southeast, tanks .....	.03 $\frac{3}{4}$ @	
Refined .....	Nominal	
Foots, 50% T.F.A. .....	.01 $\frac{1}{2}$ @	
Lard, common No. 1 barrels .....	.07 @	
Olive, denatured, max. 5% F.F.A. drums, gal. ....	.77 @	.80
Foots, prime, green, barrels .....	.06 $\frac{3}{4}$ @	
Palm, Lagos, max. 20% F.F.A., drums .....	.04 @	
Niger, casks .....	.03 $\frac{3}{4}$ @	
Palm, kernel, tanks .....	.04 $\frac{1}{4}$ @	
Peanut, crude, barrels .....	.07 @	
Refined, barrels .....	.08 @	
Soya beans, max. 2% F.F.A., Midwest mill, tanks .....	.06 $\frac{1}{8}$ @	
Tallow, acidless, barrels .....	.07 $\frac{1}{4}$ @	
Whale, Crude No. 1, Coast, tanks....	.04 @	
Refined, barrels .....	.06 $\frac{3}{4}$ @	.07 $\frac{1}{2}$

### Glycerine

Chemically pure, drums extra .....	.11 @	.12 $\frac{1}{2}$
Dynamite, drums included .....	.10 @	.10 $\frac{1}{2}$
Saponification, drums .....	.06 $\frac{3}{4}$ @	
Soap, lye .....	.06 $\frac{1}{4}$ @	

### Rosin

#### Barrels of 280 pounds

B .....	\$4.75	K .....	\$5.15
D .....	4.75	M .....	5.35
E .....	4.85	N .....	5.40
F .....	4.90	W.G. ....	5.45
G .....	4.92 $\frac{1}{2}$	W.W. ....	5.85
H .....	4.97 $\frac{1}{2}$	X .....	5.85
I .....	5.02 $\frac{1}{2}$	Wood .....	4.73

### Chemicals

Acid, muriatic, 18°, 100 pounds.....	\$1.00 @	1.60
Sulphuric, 60°, ton .....	11.00 @	
66°, ton .....	15.50 @	
Borax, crystals, carlots, ton .....	42.00 @	71.00
Cyclohexanol (Hexalin) .....	.30 @	
Naphtha, cleaners, tank cars .....	.05 @	.05 $\frac{1}{2}$
Potassium, carbonate, 80@85% .....	.07 @	
Hydroxide (Caustic potash) 88@92% .....	.07 $\frac{1}{4}$ @	
Salt, works, ton .....	11.50 @	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds .....	1.23 @	2.37
Hydroxide (Caustic Soda) 76% solid, 100 pounds .....	2.60 @	3.75
Silicate 40°, drums, works, 100 pounds .....	.80 @	
Sulphate, anhydrous .....	.02 $\frac{1}{4}$ @	.03
Phosphate, tri-basic .....	.02 $\frac{1}{2}$ @	.03
Zinc oxide .....	.05 $\frac{1}{4}$ @	

